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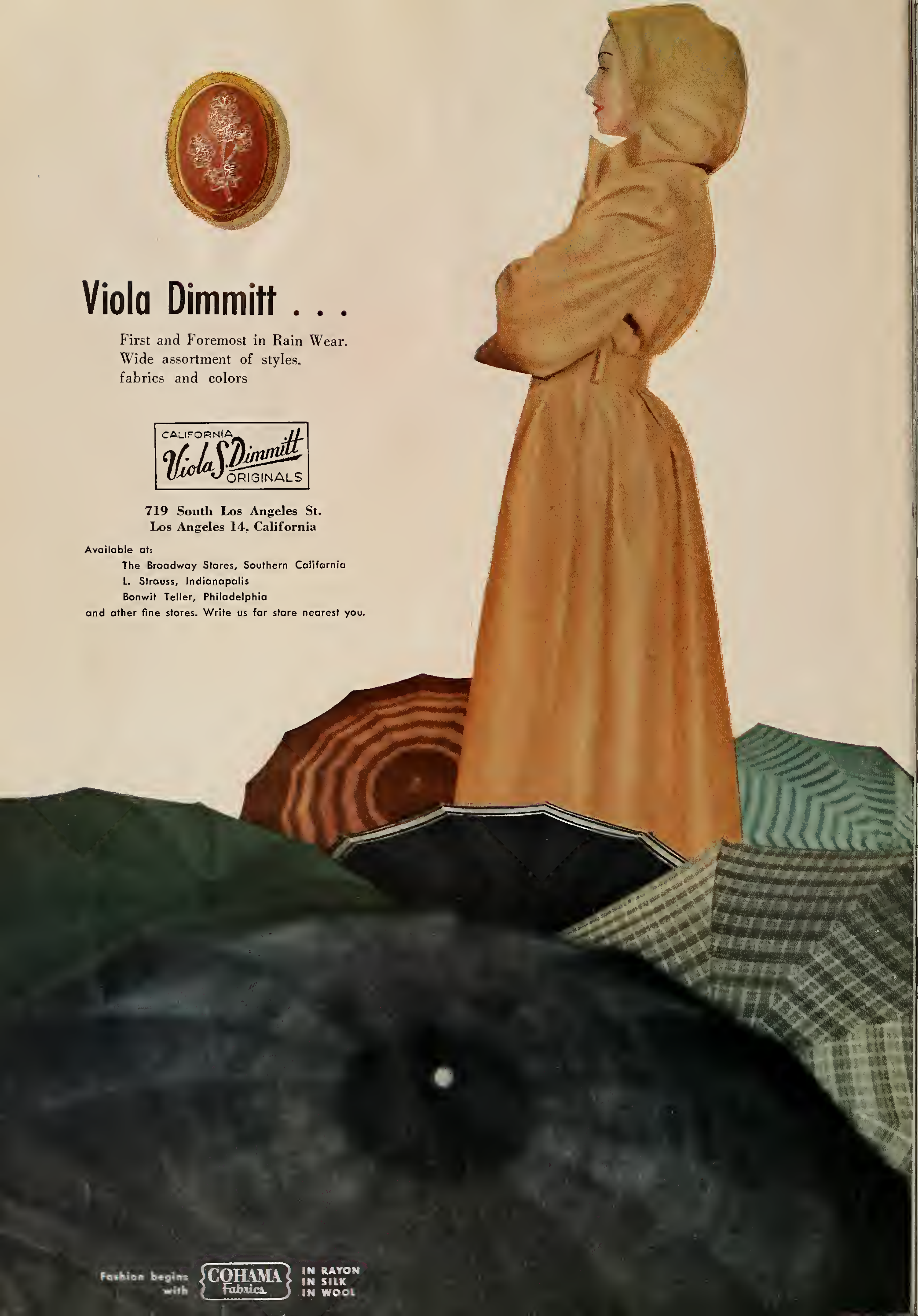

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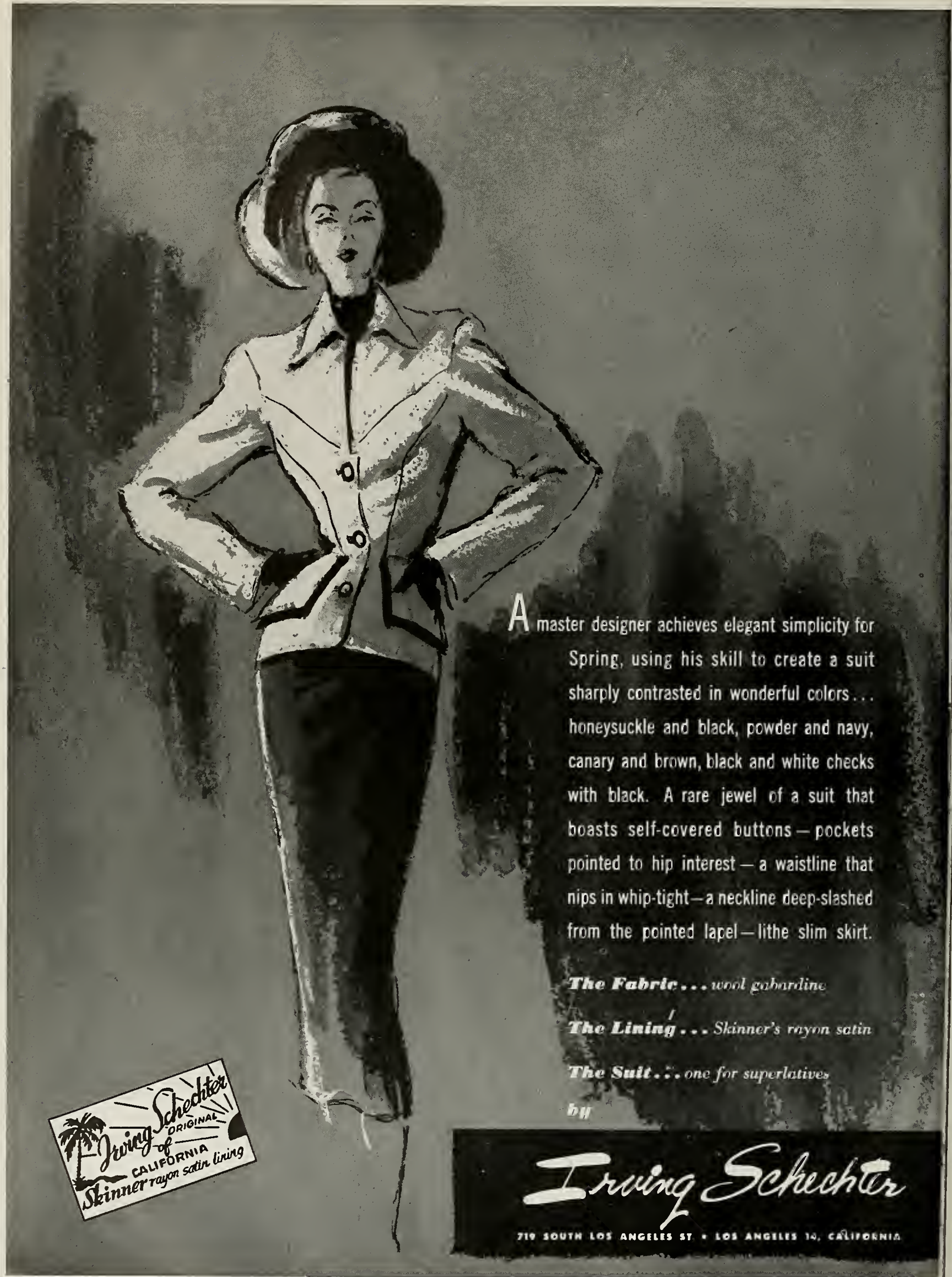

A master designer achieves elegant simplicity for Spring, using his skill to create a suit sharply contrasted in wonderful colors... honeysuckle and black, powder and navy, canary and brown, black and white checks with black. A rare jewel of a suit that boasts self-covered buttons — pockets pointed to hip interest — a waistline that nips in whip-tight — a neckline deep-slashed from the pointed lapel — lithe slim skirt.

The Fabric... *wool gabardine*

The Lining... *Skinner's rayon satin*

The Suit... *one for superlatives*

by

Irving Schechter

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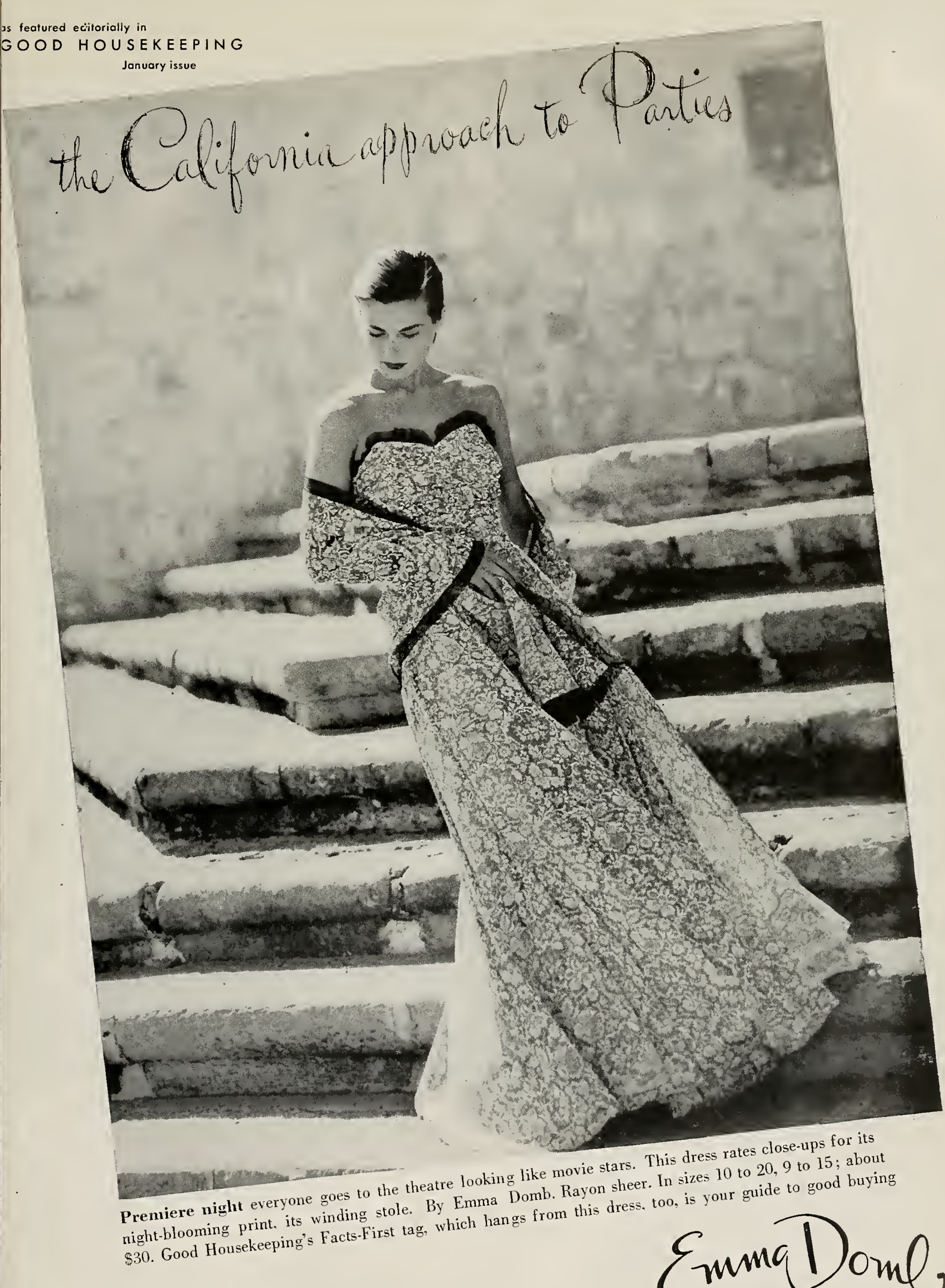
No.

THE CALIFORNIAN is published monthly by The Californian, Inc., at 1020 S. Main St., Los Angeles 15, Calif., printed in U. S. A. Yearly subscription price $3.00. Entered as second class matter January 25, 1946, at the Post Office, Los Angeles, Calif., under the Act of March 3, 1879.

as featured editorially in
GOOD HOUSEKEEPING
January issue


the California approach to Parties

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INC.

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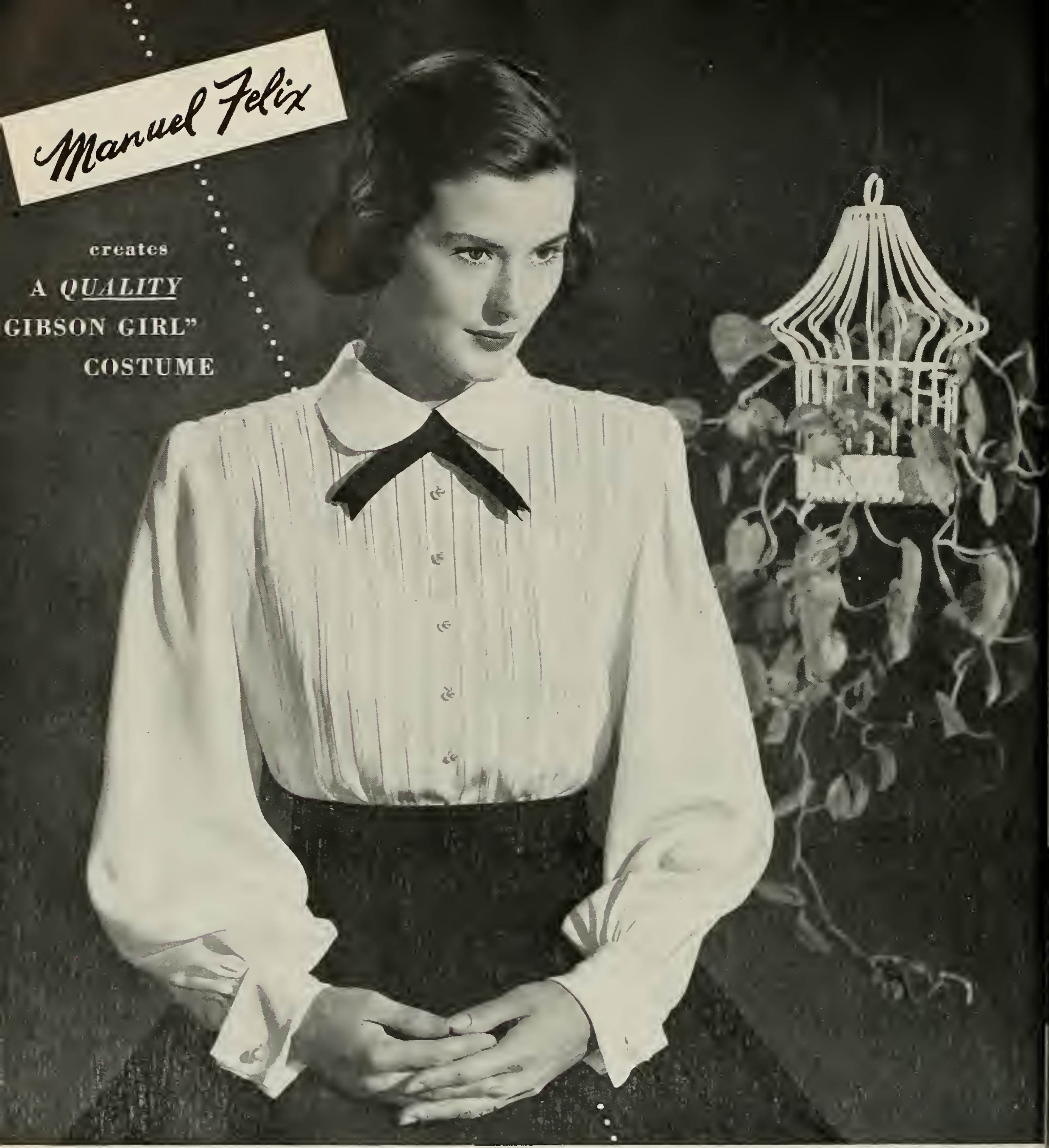

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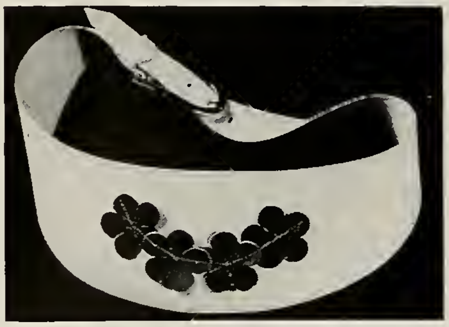

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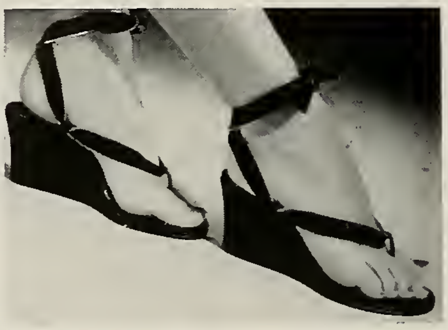

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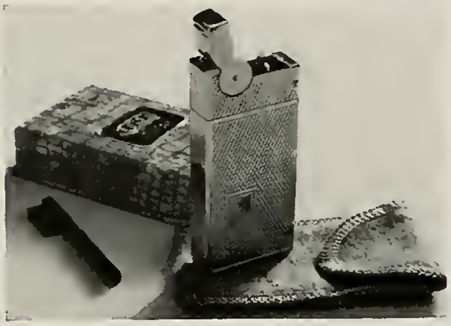

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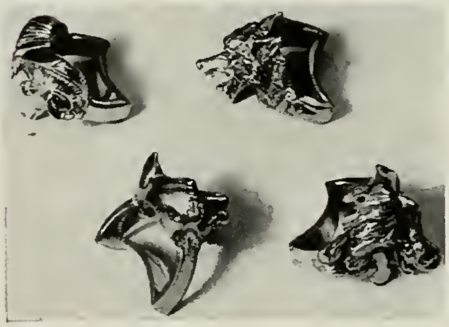

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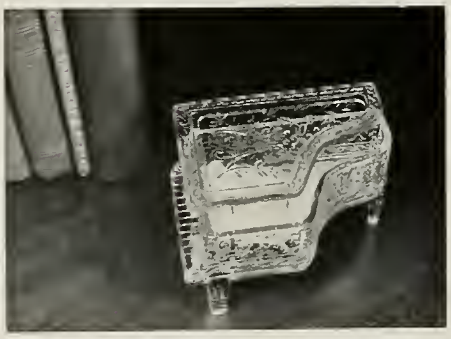

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roundup

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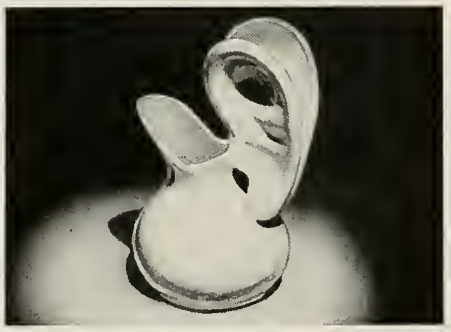

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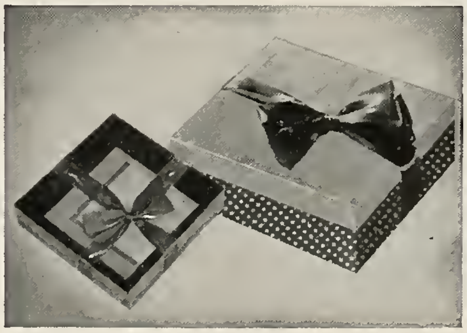

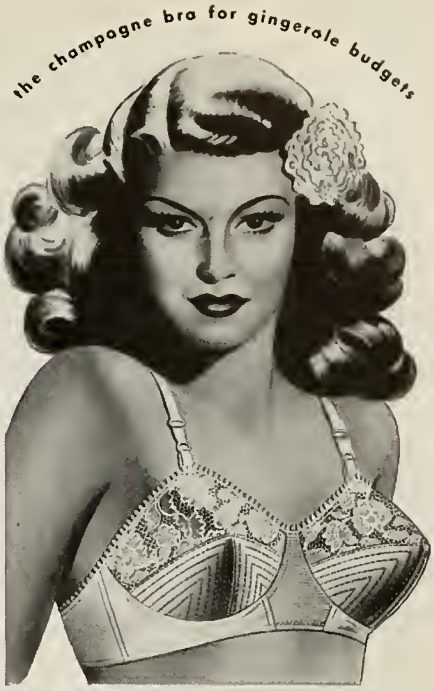
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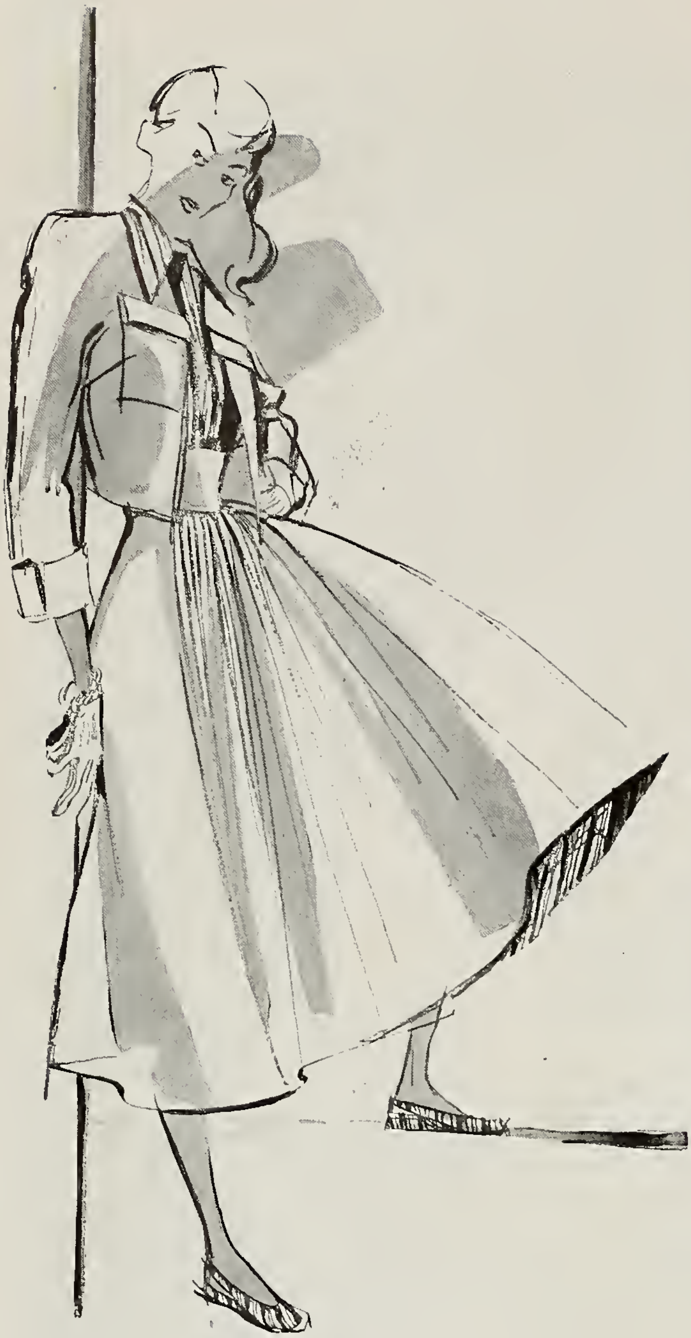

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• On Record

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MOOD MUSIC THAT WILL PUT YOU THERE

February is in some respects a dreary month. Not yet spring, it's an anticlimax to the Yuletide festivities, but it does offer more excuses for parties than any other month of the year. Two birthdays, Abraham Lincoln's and George Washington's, and Cupid's heyday, too, fall in February . . to say nothing of this 1948 of Leap Year. The record manufacturers have thoughtfully provided a bustin' crop of gaiety to coincide with this celebrating.

Mood music, it is . . but good moods: Dancing, laughing or just plain dreaming. In the latter category is Buddy Baker's new album for Exclusive, called "Beyond The Stars." This guy Baker has some pretty nice arrangements up his sleeve of such old favorites as "Stardust" (natch), "When You Wish Upon A Star," and the witty and gay "Twinkle, Twinkle," with a nod to Mozart.

FOR DANCIN'

Joe Lutcher's Jump Band (and we do mean jump) offers a nice platter for your more athletic jive sessions: "Bebop Blues," with Joe chanting the . . . well, you could call 'em words; and "Shuffle Woogie," in which this really sharp ensemble does some notable instrumental work. Capitol. B. the G. (Mr. Goodman to you) is up to his usual high standard on "Sweet and Lovely," and that's indeed a lovely clarinet you have, Mr. G.; and the lively "OOOH! Look-a There, Ain't She Pretty?" Good heat for terpsichore, too. Capitol.

Stan Kenton has a fetchingly titled tune, "I Told Ya I Love Ya, Now Get Out," on which June Christy does a very solid vocal. On the reverse is "Unison Riff," featuring the characteristic Kenton harmonies, still different from anybody else, but we find the stridency getting monotonous. Capitol. Desi Arnaz provides a simply terrific conga, "El Cumbanchero," that sends you even if you're sitting down. Unfortunately, he tries to outdo Andy Russell in the swoon department with "Made For Each Other" on the back, and it doesn't come off. Victor.

Jack McVea gives out with some old-fashioned jamming on "Swing Man" and "Two Timin' Baby," and though it's authentic stuff, it sounds old-fashioned. Exclusive. For cheek-to-cheek stepping in a romantic light, Vaughn Monroe (if that's what you want) does "Nina Nana" in typical manner. On the back, "Mahalani Papa Do" is a gay Hawaiian number that's toe-tickling. Victor. Doing a little square-dancing? You can't go wrong with Cliffie Stone's "Red White and Blue," and "Watch It, Neighbor," with some amusing lyrics. Capitol.

FOR GAY LISTENING

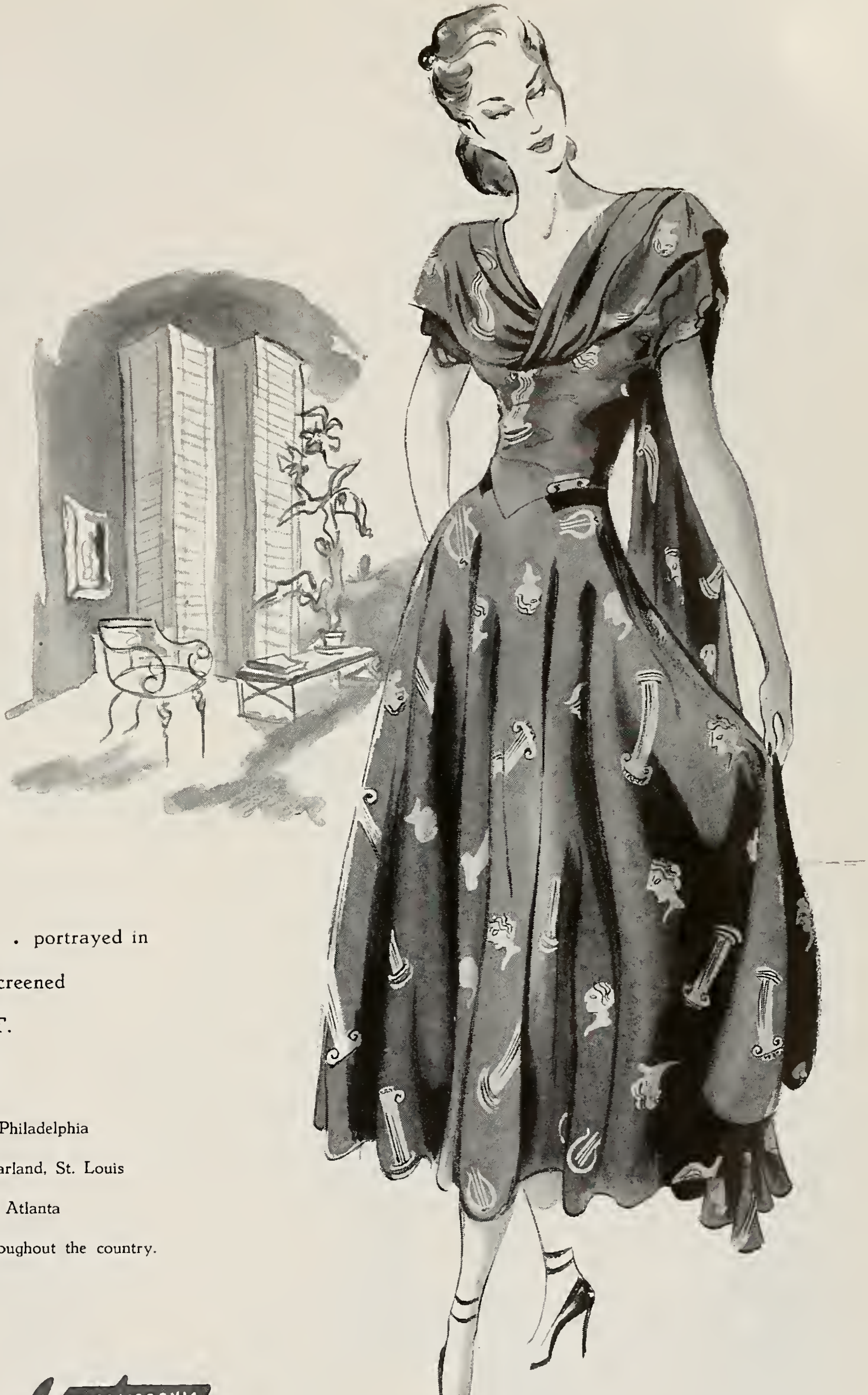
Johnny Mercer sagely warns "Never Make Eyes At The Gal With The Guys Who Are Bigger Than You," singing with his customary beat-up savior faire; and backs it up with "That's The Way He Does It," ably supported by The Pied Pipers. Capitol. King Cole Trio is in a mood . . . "I Feel So Smoochie," a witty ditty; and an unusually slow but awfully good number, "What'll I Do?", the old Berlin favorite really worth hearing. Capitol.

"Money's Getting Cheaper," say Johnny Moore's Three Blazers via the voice of Charles Brown, and they seem remarkably cheerful and rhythmic about it. On the back, "It's Over." Exclusive. "My Cousin Louella" was quite a babe, according to Andy Russell, who does very nicely by a bouncy tune contrasting to his usual romantic vein. He reverts to type with "I'll Make Up For Everything," on the back. Capitol. "Snore Your Blues Away" is a wacky number in the Spike Jones-Red Ingle conservatory manner, presented by Dave Franklin and His Franklinsteins (the name should be the tip-off). On the back is "I Love To Listen To The Echo." Capitol.

Nice small ensembling is found in "My Love Is Elite" and "I'm Easy To Get Along With" by the Dardanelle Trio, with smooth vocals by Dardanelle. The sort of stuff you find in better small bars. Victor. Peggy Lee comes up with a sensational Gordo accent in "Manana," a number we predict will be a jukebox plague. She does some nice torching on "All Dressed Up With A Broken Heart." Capitol. A rollicking bit of the ould sod was "Shauny O'Shea," as described by Jack Smith and the Clark Sisters. Fine rhythm for just plain dancing, too. "Teresa" on the back is another nice, dependable number. Capitol.

PERSONALITY KIDS

Nellie Lutcher needs no description by now. Her newest pairing are "Do You Or Don't You Love Me?", a Lutcher creation; and Berlin's "The Song Is Ended," not quite so barrelhouse in spirit. Capitol. "I Never Loved Anyone" is right down Jo Stafford's alley and nobody could do it better . . . feeling and phrasing just right; "The Best Things In Life Are Free" on the back is a fine old number robustly handled. Capitol. Down-to-earth primitive blues are the forte of Crown Prince Waterford, who shouts, moans and sometimes sings "Weeping Willow Blues" and "Move Your Hand, Baby," with an effect that is sometimes really moving. Capitol Americana.



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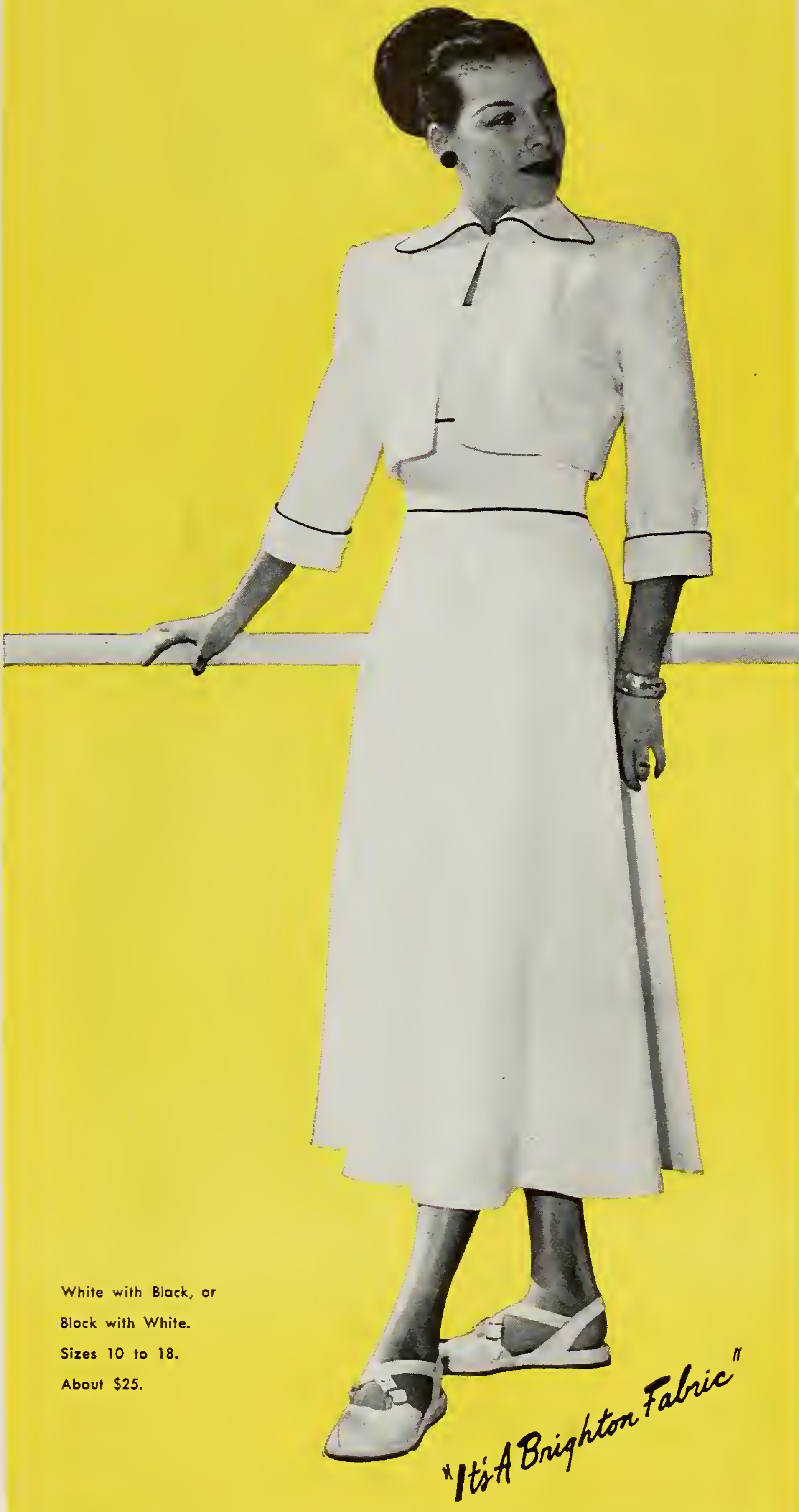

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• California In Books

by hazel allen pulling

SAN FRANCISCO SPOTLIGHT

More than passing interest is attached to three recent books on California. San Francisco, city of perennial attraction, is the central theme of two of these books: it vies with other coastal cities for the spotlight in the third. In varying form, the three books interpret San Francisco of today from events and personalities that were integral parts of its past.

San Francisco is Your Home, by Samuel Dickson (Stanford University. 270p. $3.50) is a collection of biographical essays on people who have lived in San Francisco. It is an outgrowth of the versatile author's radio program, "This is Your San Francisco." Simple vignettes, clear, colorful, and sharp, each biography is a character study that reaches beyond the person involved to reveal some glinting facet of the city itself. Lives of gifted authors, entertainers, statesmen, scholars, rogues, and laymen, from gold days to the present, make up the text of the book, each life a subtle reminder of the personal influences that have wrought the Bay-shore city. Adolph Sutro, Lotta Crabtree, Black Bart, Charlie Schultz, David Belasco, Lucky Baldwin and Ina Coolbrith are only a few of the names of those whose lives are shown to have weighted the balance in the growth of the city and its people. Like Miriam Allen deFord's recent *They Were San Franciscans* (Caxton. 327p. $4), this book is a treasure trove of personalized history that illuminates both California's past and her present.

NO PUNCHES PULLED

Of stronger fare is the picture of San Francisco's economic development along the water-front. William Martin Camp's *San Francisco, Port of Gold* (Doubleday. 533p. $3.50) is a well-written, readable account of the city's efforts to build upward from the confusion and unrest of gold rush and vigilante days with their get-rich schemes and fabulous failures, to an even, well-ordered economy of production and trade. Lack of accord between sailor and shipowner threatened to defeat the effort and it is on this problem that the present book centers. Using apt anecdote and pulling few punches, the author tells the story of labor-shipping interests and thereby traces the history of the development of San Francisco as a shipping center of the west.

If you like your information straight from first-hand sources, you will be intrigued by a collection of family letters to and from California of the 1830's to 1860's. D. Mackenzie Brown, specialist in history at Santa Barbara College, has collected twenty-five letters of the Thompson family, several of whose members migrated from Maine to California to participate in the tri-cornered New England-China-California trade, and who, marrying Californians, made their homes in the frontier region. Personal, intimate, yet rich in historical lore, these letters, published under the title of *China Trade Days in California* (University of California. 94p. $3), are as revealing of trade affairs and life in California as the comments of Richard Henry Dana in his *Two Years Before the Mast* which, in large part, they parallel and substantiate. The letters are annotated and the preface was written by that master of California, Robert Glass Cleland.

HOLLYWOOD AGAIN

Lighter moments in California, but equally pertinent, may be spent with Andrew Hecht's collection of over a thousand racy, riotous anecdotes of movie-related Hollywoodians. If you have not yet discovered *Hollywood Merry-Go-Round* (Grosset and Dunlap. 212p. $2), you have not achieved a rounded view of California.

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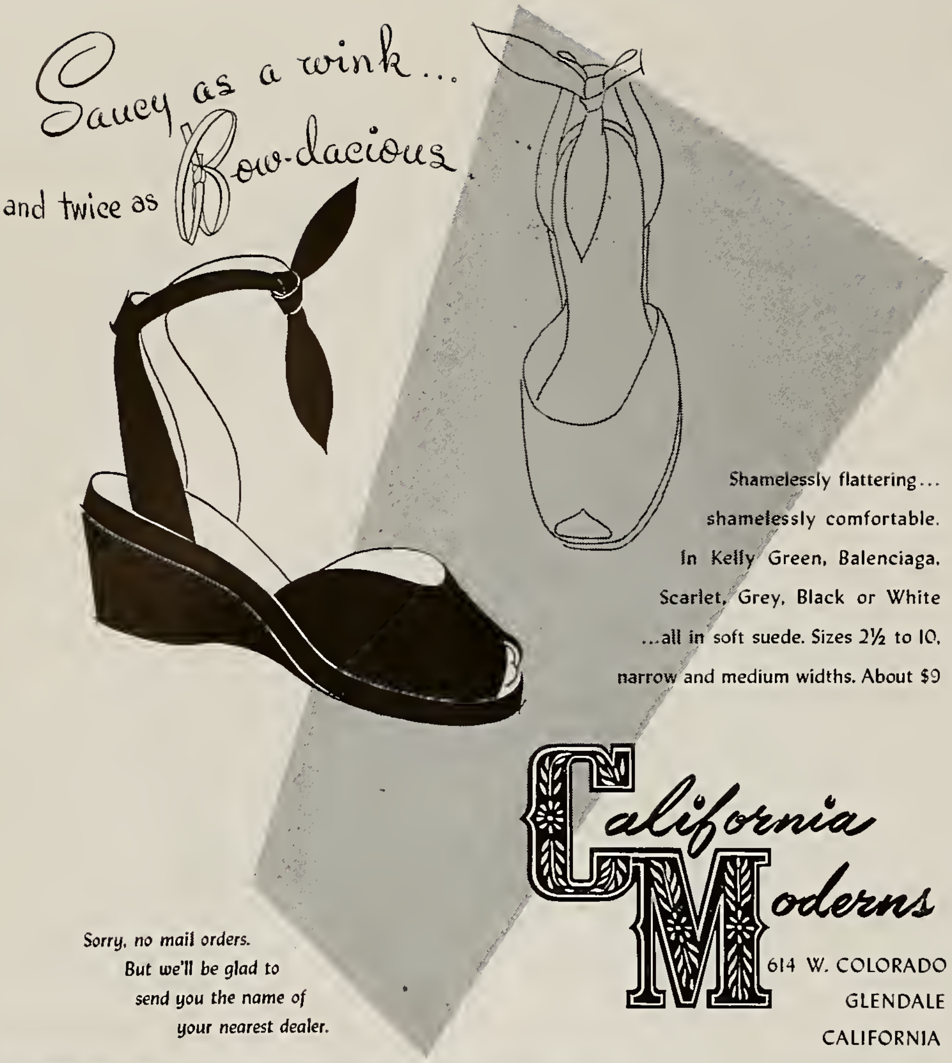
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GOING PLACES AND EATING OUT

GOING PLACES
AND EATING OUT

GOING PLACES AND EATING OUT

THE CALIFORNIAN presents for your convenience a current directory of the finest restaurants in San Francisco and Los Angeles, cultural events of interest and activities that make living in California or a visit to our state the most enjoyable for you and your family. Fine foods of many kinds are available, and whenever possible specialties of the house are listed, names of the maitres d'hotel and days the establishments are open. Have a good time!

THE RESTAURANTS

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BEVERLY HILLS HOTEL—9641 Sunset Blvd., Beverly Hills. Palm Room open Thursday, Friday and Saturday nights with dancing. Thursday buffet, $3.75. Dinner a la carte from $1.75. Good food and you might see a movie star.

BILTMORE BOWL—515 South Olive St., Los Angeles. Best place downtown for good food and good music. Two-dollar dinners, nominal cover charge and two floor shows. Closed Monday.

BIT O' SWEDEN—9051 Sunset Blvd., Los Angeles. On the famous "Strip." Good food, reasonable prices, smorgasbord. Fine for tourists.

BUBLICHKI—8846 Sunset Blvd., Los Angeles. A bit of Russia on the Strip. *Cutlet a la Kieff, Filet Mignon a la Stroganoff, Caucasian Shashlik, Russian Blini.* Dinners from $3. Hostess, Jasmina. .

CASA LA GOLONDRINA—35 Olvera St., Los Angeles, "the first brick house in the city." Historic Mexican cafe. *Arroz con Pollo, Enchiladas, Tacos.* Dinners from $2. Alfreda. Closed Sunday.

CHAROUCHKA—8524 Sunset Blvd., Los Angeles. Another bite of Russia on the Strip. Mamma and Papa, "your hosts," excel with atmosphere, food and soothing music. Closed Monday, and prices high.

CHASEN'S—9339 Beverly Blvd., Beverly Hills. *One of the best in the West.* Excellent cuisine and plenty of celebrities *Expensive.* Closed Monday.

CIRO'S—8344 Sunset Blvd., Los Angeles. On the Strip and luxurious, with name bands for dancing. Expensive. Celebrities, sometimes.

EL PASEO—51 Olvera St., Los Angeles, and especially fine for tourists. Typical Mexican food, nice surroundings; dinners from $1.25. Open 12 to 2, except Wednesday.

HOUSE OF MURPHY — La Cienega "Restaurant Row" at Fourth Street, Los Angeles. *Madame Begue's Chicken Creole, Hamburger and Onion Rings, Million Dollar Hash.* Your host, Bob Murphy. Wonderful *Salads, Beautiful Steaks.* A la carte, medium prices.

KNOTT'S BERRY FARM—Buena Park. An hour's drive from Los Angeles, but a tourist's dream, as reported in Reader's Digest. *Good chicken and ham and hot biscuits.* Reasonable prices. Gift shop.

LA RUE—8633 Sunset Blvd., Los Angeles, on the Strip. Tops in food and decor. *Crepes Louise, Crepes a la Reine, Lasagne Pasticciate, Beef Bourguignonne.* From noon till 3 for lunch except Sunday. From 6 to 11 p.m. for dinner. Closed Monday. Felix Cigolini. A la carte entrees from $2.25.

LUCEY'S—5444 Melrose Avenue, Hollywood. Fair food, medium prices and across the street from Paramount Studio. Movie stars abound at lunch.

MIKE LYMAN'S—When you're downtown in Los Angeles. Reasonable.

MOCAMBO—8588 Sunset Blvd., Los Angeles. One of the Strip's spots for movie stars. Colorful, crowded and expensive.

PEGGY CLEARY'S—"Talk of the Town" Restaurant at 1904 S. Robertson Blvd., Los Angeles. New and attractive. *Scallopini Piccate, Stuffed Squab, Breast of Guinea Hen.* A la carte and prices fairly high.

PERINO'S—3027 Wilshire Blvd., Los Angeles. In the heart of the smart shopping area. Excellent food. A favorite luncheon rendezvous for society.

PICCADILLY—848 No. La Cienega Blvd., Los Angeles. Ernest Vignati your host. Wonderful steaks, salads and informal atmosphere you'll enjoy. Go.

PIERRE'S—2295 Huntington Drive, San Marino. A

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GOING PLACES AND EATING OUT

GOING PLACES
AND EATING OUT
GOING PLACES AND EATING OUT

good *crepes suzette* and pleasant atmosphere. *Charcoal-broiled filet mignon,* too. Pierre.

TAIL O' THE COCK—477 So. La Cienega Blvd., Los Angeles, on Restaurant Row, Mac McHenry provides *excellent food,* good companions and a pleasing atmosphere. *Hamburger Diable and Fried Shrimp are specialties.* You'll want to go again and again, and it's reasonably priced.

TOWN HOUSE—2965 Wilshire Blvd., Los Angeles, overlooking Lafayette Park. Three smart cafes to serve you . . . Garden Room, Cape Cod Grill and the Zebra Room. No cover or minimum. Excellent food and a good spot for the tourist.

IN SAN FRANCISCO

CITY OF PARIS GARDEN ROTISSERIE — 123 Second Ave. in San Mateo. Emphasis on French cuisine and fine wines. Luncheons, $1.50; teas, 75c, and dinners a la carte from $1.75. Models show City of Paris apparel from noon to 1:30 and from 7 to 8:30. Ask for Marcel.

LONGBARN—On El Camino Real, 2 miles south of Stanford University. Open for dinner only. Closed Thursdays. Ask for Willy or Eddy. Dinners $2.50 to $4. Plan to eat here when you visit the peninsula. Country farmhouse style with women chefs.

RESTAURANT LOMBARD — 1906 Van Ness Ave. Dinner from $2.50, or a la carte. Bill Lombard *specializes in steaks and real thick roast beef.*

EL PRADO—Post and Stockton, in the Plaza Hotel. Lunch 11-2, dinner 6-9, closed Sundays and holidays. Walter is maitre d'. Service London style.

STAR LITE ROOM, Hotel Sir Francis Drake—Sutter and Powell. Lunch only from 12 to 2, buffet style, for $1.50. Includes hot dishes. Al Field, host. You dine 22 floors up with a spectacular view.

TONGA ROOM—In the Fairmont Hotel. Open 4:30 p.m. to 1:30 a.m. daily. Hawaiian band plays on a raft in a swimming pool, with the dining tables surrounding. Dinners $3.50. Henry Degorog, host.

PARIS—242 O'Farrell St. Lunch and dinner daily, but no lunch on Sunday. Dinner $1.50. Typical old San Francisco family-style French cuisine in plain surroundings. Excellent cooking.

BLUE FOX—659 Merchant St. Dinners only, closed Mondays. Ask for Mario or Frank. Dinners from $2. In an alley, not bright and shiny, but they know how to cook. The natives eat here.

CLIFF HOUSE—Point Lobos Avenue, overlooking Seal Rocks. Dinners daily from $1.65. *Seafood Steaks, Chicken and Roasts.* Eat while looking through the oversize plateglass windows at the ocean.

THE PLANTATION—At 349 Sutter St. in the delightful new Pavilion at tiffin time. A la carte, with English and French delicacies the feature.

SOLARI'S—19 Maiden Lane and 29 Kearny. Closed Sundays. Fine continental food and atmosphere. Ask for Max David or Peter Wolf. A la carte.

DOMINO CLUB — 25 Trinity Place (opposite 111 Sutter). Dinners from $2.50, with emphasis on steaks and roast beef. On the walls an impressive collection of paintings of nudes. Cheery for tourists.

SCHROEDER'S—111 Front St. Closed Saturday and Sunday. Definitely not a tourist spot, this 54-year-old restaurant offers superb German style cooking and wonderful dark draught beer. Men only at lunch time, but the ladies can come to dinner. Lunches from 65 cents and dinners average $1.

VENETO'S—Bay at Mason St. A corner of old Italy with authentic decor, and a fascinating Cave Room that has stalactites overhead. Exceptional Italian cuisine. Dinners start at $1.75.

GRISON'S—Van Ness and Pacific. Two restaurants under same management on opposite corners. At the STEAK HOUSE, Kansas City steaks a la carte only from $1.25. Other specialties are *soft shell crabs, eastern prawns, planked steak.* At the CHICKEN HOUSE, *Southern style chicken dinner* at $1.85 and *prime roast beef dinner* at $2.15.

THE THEATRE

BILTMORE—January 26 - February 7: Gertrude Lawrence in Noel Coward's "Tonight at 8:30." Evenings at 8:30. Wednesday and Saturday matinee at 2:30. $1.20-$3.60.

PASADENA PLAYHOUSE—January 26-February 8: "Made in Heaven." February 11-22: "Another Part of the Forest," by Lillian Hellman. February 25-March 7: "Woman Bites Dog."

VARIETY

EL CAPITAN—Ken Murray's "Blackouts of 1947," starring Marie Wilson and Ken, every night at 8:30, with plenty of matinees. Variety show that continues to please. Good for tourists

EARL CARROLL'S THEATRE RESTAURANT—In Hollywood for the tourist. "The Vanities" each night with two different performances, at 9:15 and midnight. Girls, music and girls. $4 with dinner, $2 without.

CONCERT

PHILHARMONIC—February 8-9: Sascha Jacobsen, violinist, with the Los Angeles Philharmonic Orchestra. February 12-13: Claudio Arrau, pianist, soloist with the Los Angeles Philharmonic Orchestra. February 26-27: Fourth concert in the Brahms cycle, with the Los Angeles Philharmonic Orchestra; Artur Schnabel, pianist, will be soloist. Alfred Wallenstein conducts. February 7, 14, 21, 28; Symphonies for Youth by the orchestra, Wallenstein conducting.

OUT OF TOWN—February 1: Santa Monica, the Los Angeles Philharmonic Orchestra, Guy and Lois Maier, soloists. February 8: Alhambra. Sascha Jacobsen, soloist. February 15: Whittier; Claudio Arrau, soloist. February 16: Beverly Hills. February 17: Santa Barbara. February 18: Pasadena; Claudio Arrau, soloist. February 19: San Diego; Claudio Arrau, soloist. February 22: San Bernardino. February 29: Alhambra.

SPORTS

TENNIS—The 7th Annual La Jolla Beach and Tennis Club invitational tournament at La Jolla Beach and Tennis Club, February 5-8.

HORSE RACING—At beautiful Santa Anita Park in Arcadia, Tuesdays through Saturdays at 1 p.m. February 7, Santa Margarita Handicap, $50,000 added; February 14, San Antonio Handicap, $50,000 added; February 21, San Vicente Handicap, $50,000 added; February 28, Santa Anita Handicap, $100,000 guaranteed to the winner.

SAN DIEGO YACHT REGATTA—February 22, Washington's Birthday Regatta for Southwestern Yacht Club Trophy. Forty boats will compete and club pageant will recreate Washington's Crossing of the Delaware.

GLIDER SOARING—Pacific Coast Midwinter Championships February 28-29 at Torrey Pines Mesa near San Diego. Altitude, distance, duration, bomb dropping and skip landing events.

ART

PASADENA ART INSTITUTE—Exhibition of African Art lent by the University of Pennsylvania Museum. Also Chinese sculpture, selections from permanent collections and Encyclopedia Britannica Show of Contemporary American Art. Tuesdays through Saturdays 12 to 5 p.m., Sundays 2 to 4:30.

MODERN MUSEUM OF ART—Newly created in Beverly Hills. Famous contemporary works lent by owners for public exhibition free of charge at 344½ North Rodeo Drive.

OF SPECIAL INTEREST

THROUGHOUT STATE

SANTA BARBARA—Free monthly garden hour at Alhecama Theater, 3:30 p.m., February 10.

BORAX MINE TOURS—All through February in Death Valley. Narrow-gauge railroad carries visitors on scenic 7-mile ride through tunnels, over trestles, past crystalline white caverns and around the side of Mesa Negra overlooking the desert with its vivid coloring.

CARROT CARNIVAL—At Holtville in Imperial Valley February 6-7. Bugs Bunny will be king of the parade and a Carrot Queen will reign over the carnival during the peak of Holtville's harvest.

CAMELLIA SHOW—Best of those grown will be shown in Glendale February 7-8 at the Civic Auditorium.

NATIONAL DATE FESTIVAL—February 11-15 in Indio, the Coachella Valley's "Arabia of America." The Riverside County Fair is held here in a setting of Arabian tents, robes and camel races.

FLOWER AND FRUIT SHOW—At Encinitas February 19-22, with parade of floral floats, exhibits of fruits and flowers, Spanish costumes, homes decorated with flowers.

CAMELLIA SHOW—In Pasadena February 21-22 the Southern California Camellia Society holds its annual show beside Rose Bowl, with the finest blossoms and new varieties.

CALIFORNIA MIDWINTER FAIR—At Imperial, the "Winter Vegetable Basket of America," February 28-March 7.

ALMOND BLOSSOM TIME—Fashions a beautiful picture during February in the San Gorgonio Pass in San Bernardino County. Eleven hundred acres of almond groves near Beaumont and Banning burst into delicate bloom against a backdrop of snow-capped mountains.

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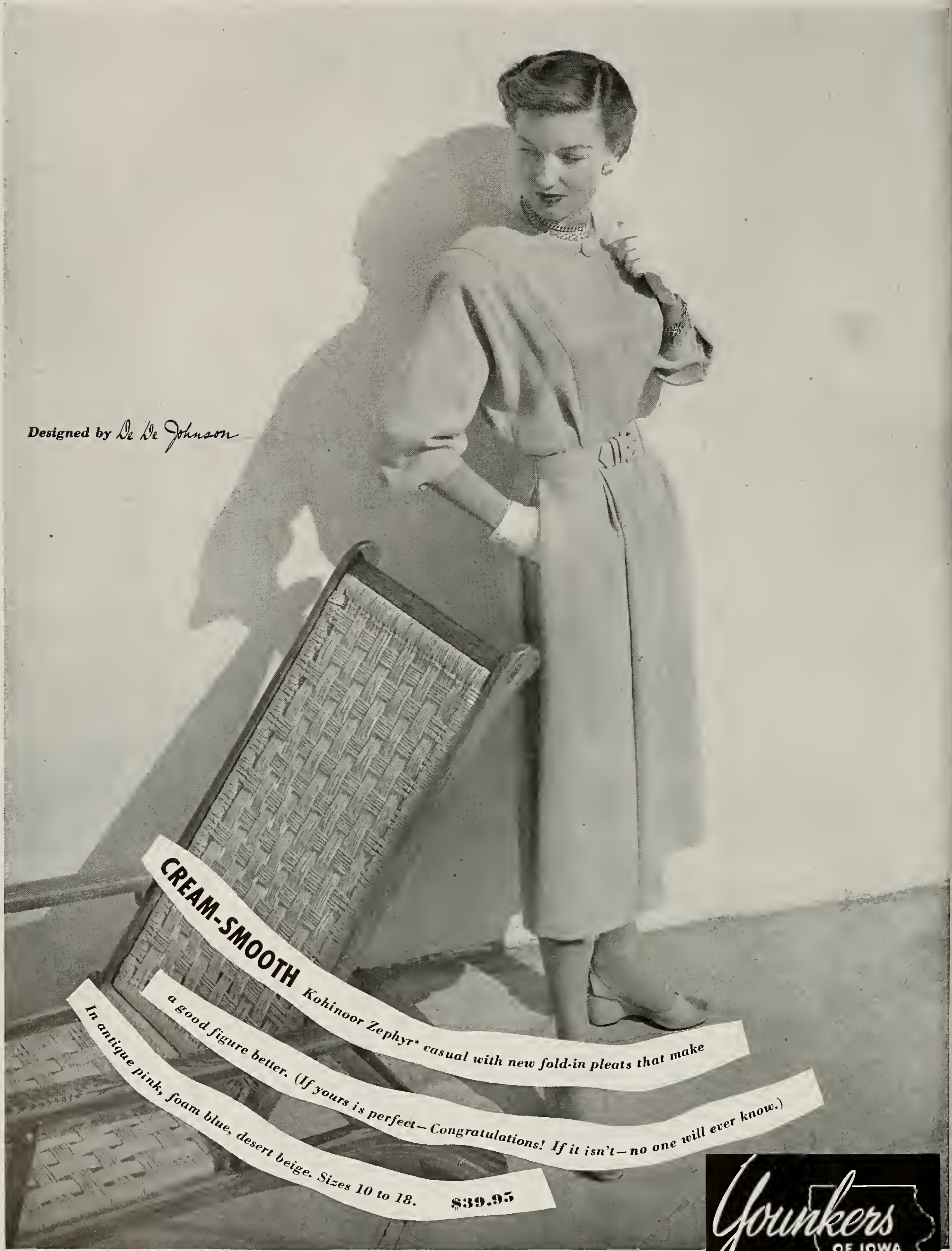

Designed by De De Johnson

CREAM-SMOOTH Kohinoor Zephyr* casual with new fold-in pleats that make a good figure better. (If yours is perfect—Congratulations! If it isn't—no one will ever know.)

In antique pink, foam blue, desert beige. Sizes 10 to 18. **$39.95**

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Des Moines 6.

*80% rayon, 20% wool

MAIL ORDERS TO CASUAL COLONY

TOM BINDFORD

SURE TO BE your loyal stand-by for resort wear now . . . a spectacular spectator all summer through! Connie Foster's red-white-and-blue excitement in Moygashel linen with printed jersey blouse, about $110 at Neiman Marcus, Dallas; Goldwaters, Phoenix; Burdines, Miami. Hat by Agnes Originals.

VOL. V NO. 1 . . . FEBRUARY 1948

The CALIFORNIAN

"FOR THE CALIFORNIA WAY OF LIFE"

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Let's Look at You

NOW that the first flurry of whirling long lengths has brought us a radically changed silhouette, what next? Now that skirts have circled and flared to triple-rounds, what should we expect for the year ahead?

We predict: A more womanly, more refined era, taking all the good theatre, but forsaking the theatrical. Coming are the lovely, the ladylike, the *wearable* fashions.

We of the West rejoice in the freedom of wide-swinging skirts . . . didn't we give you the peasant skirt, the dirndl?

But we think you will have more variety in the future, from the wand-slim lines to (we feel it coming) a draped or peg silhouette.

But the current fashion news is waist high, and higher:

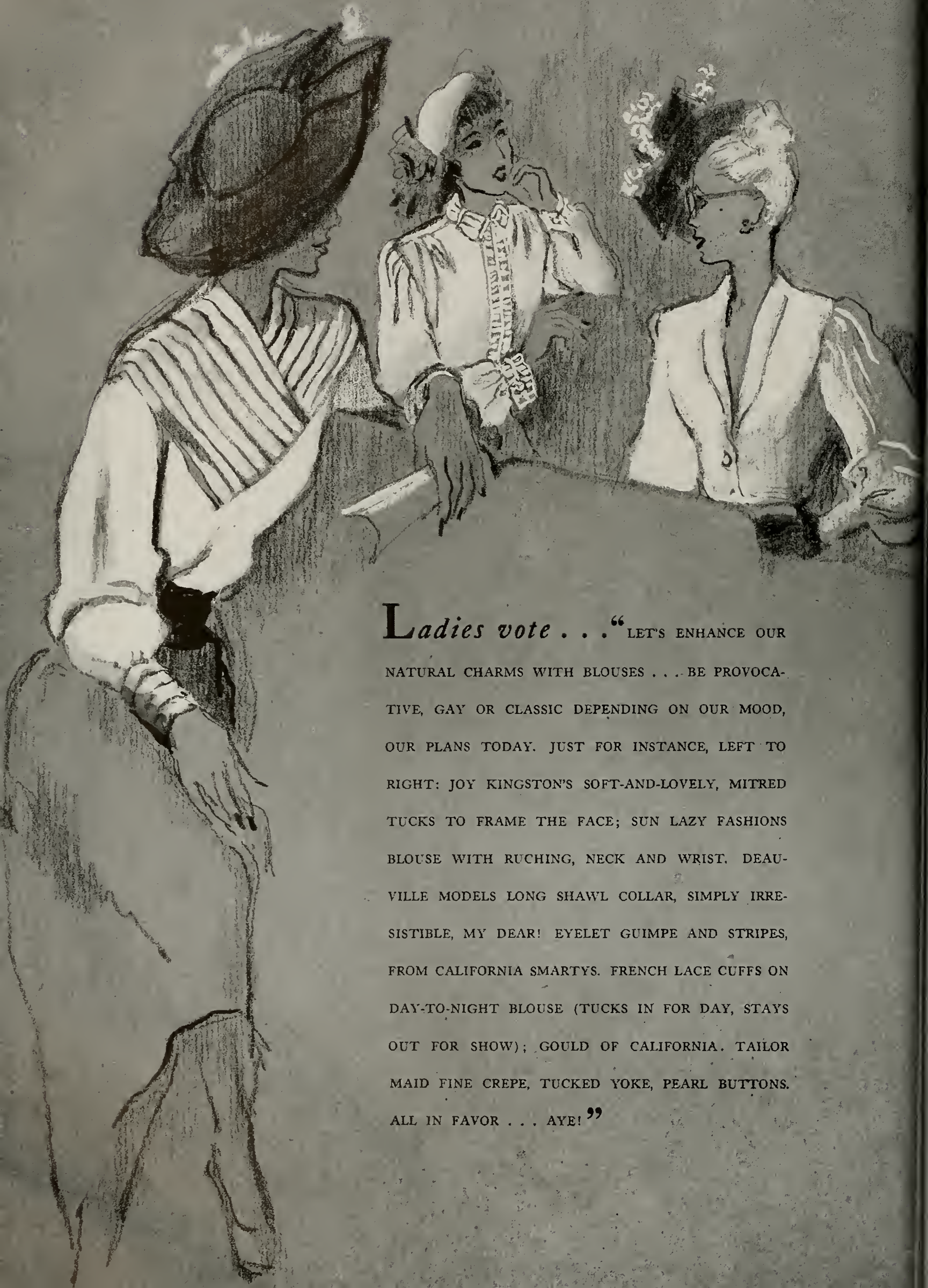
NEW is the shawl, the sash, the cape or capelet, the midriff recalled by popular demand and by the anticipated warmth of summer ahead.

PERSISTENT is the bolero, the strapless corselet top, the bertha, the cummerbund; the gamin-type is forever yours.

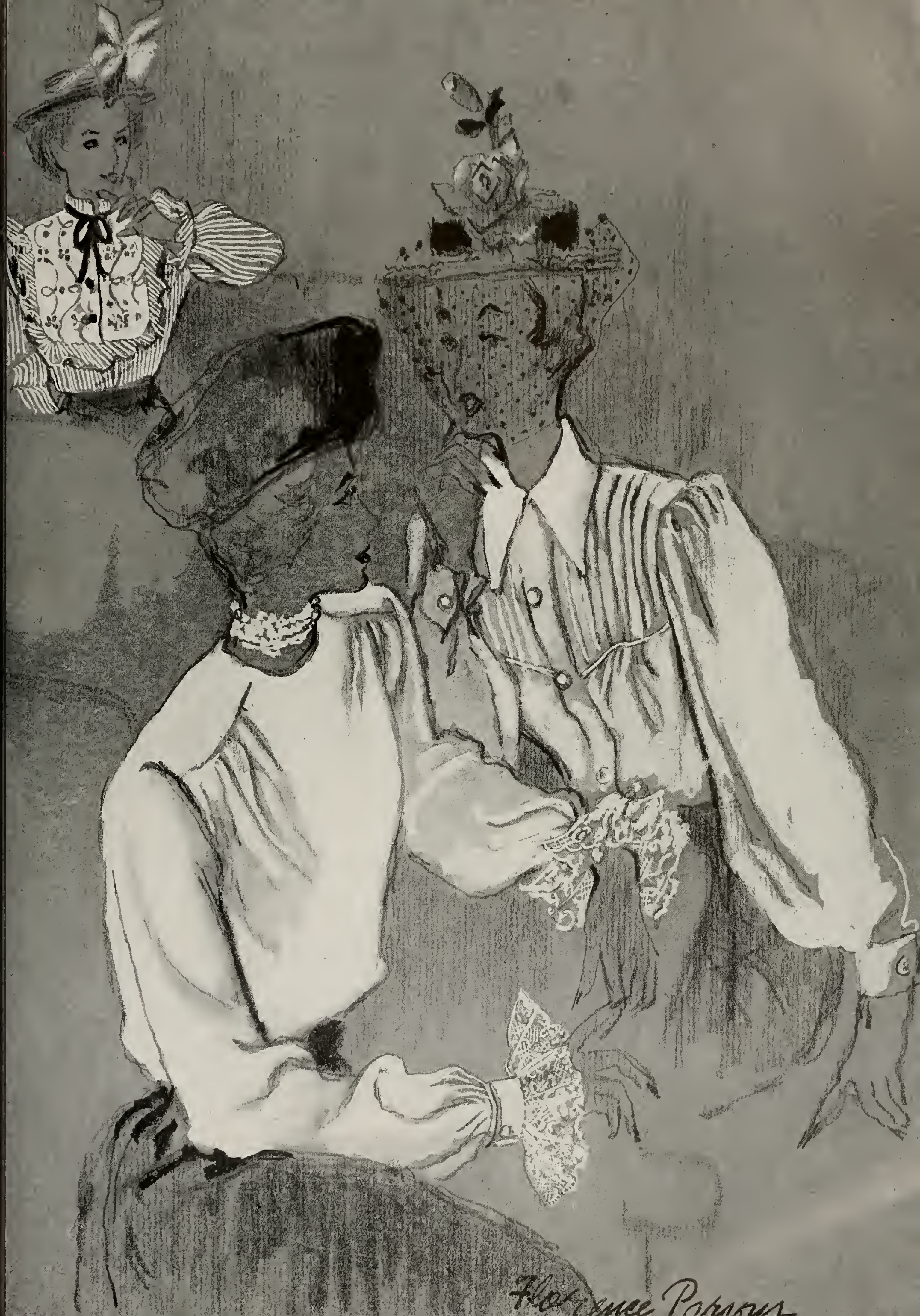
COMING is the still-higher waistline with an Empire feeling; the slim skirt for contrast, the drape or peg-top.

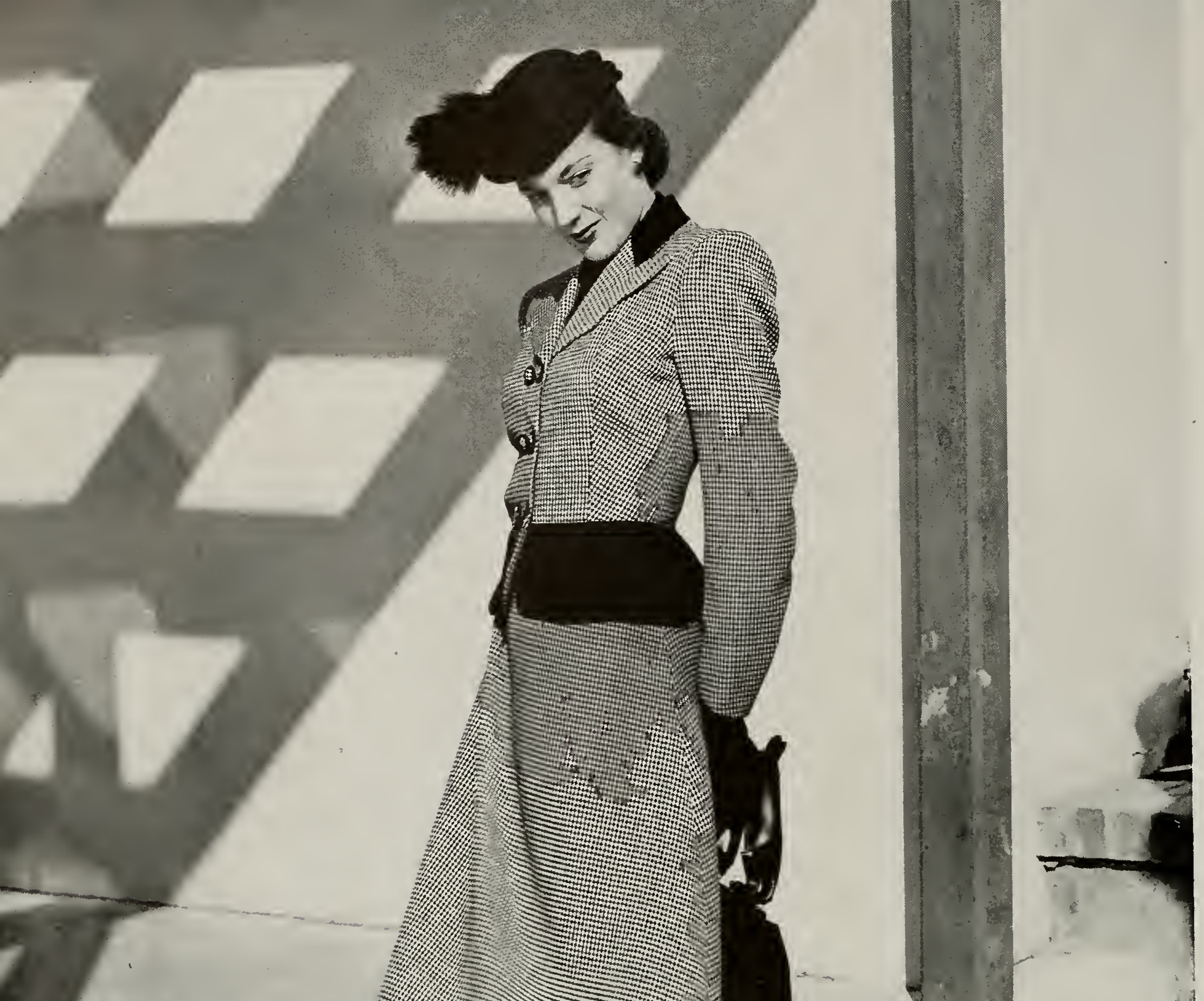
It's a happy, healthy sign that you can be yourself in 1948 . . . choosing the fashion that expresses your own personality. The Californian crusades for freedom and originality, pleads that you let your mirror be your guide, rather than any arbitrary fad of fashion. To put it simply, let's not talk about the "new look" any more . . . let's talk about the look of *you.*

Perfect gadabout, new cape by Adele-California; at Joske's, San Antonio.



Ladies vote . . . "LET'S ENHANCE OUR NATURAL CHARMS WITH BLOUSES . . . BE PROVOCATIVE, GAY OR CLASSIC DEPENDING ON OUR MOOD, OUR PLANS TODAY. JUST FOR INSTANCE, LEFT TO RIGHT: JOY KINGSTON'S SOFT-AND-LOVELY, MITRED TUCKS TO FRAME THE FACE; SUN LAZY FASHIONS BLOUSE WITH RUCHING, NECK AND WRIST. DEAUVILLE MODELS LONG SHAWL COLLAR, SIMPLY IRRESISTIBLE, MY DEAR! EYELET GUIMPE AND STRIPES, FROM CALIFORNIA SMARTYS. FRENCH LACE CUFFS ON DAY-TO-NIGHT BLOUSE (TUCKS IN FOR DAY, STAYS OUT FOR SHOW); GOULD OF CALIFORNIA. TAILOR MAID FINE CREPE, TUCKED YOKE, PEARL BUTTONS. ALL IN FAVOR . . . AYE!"

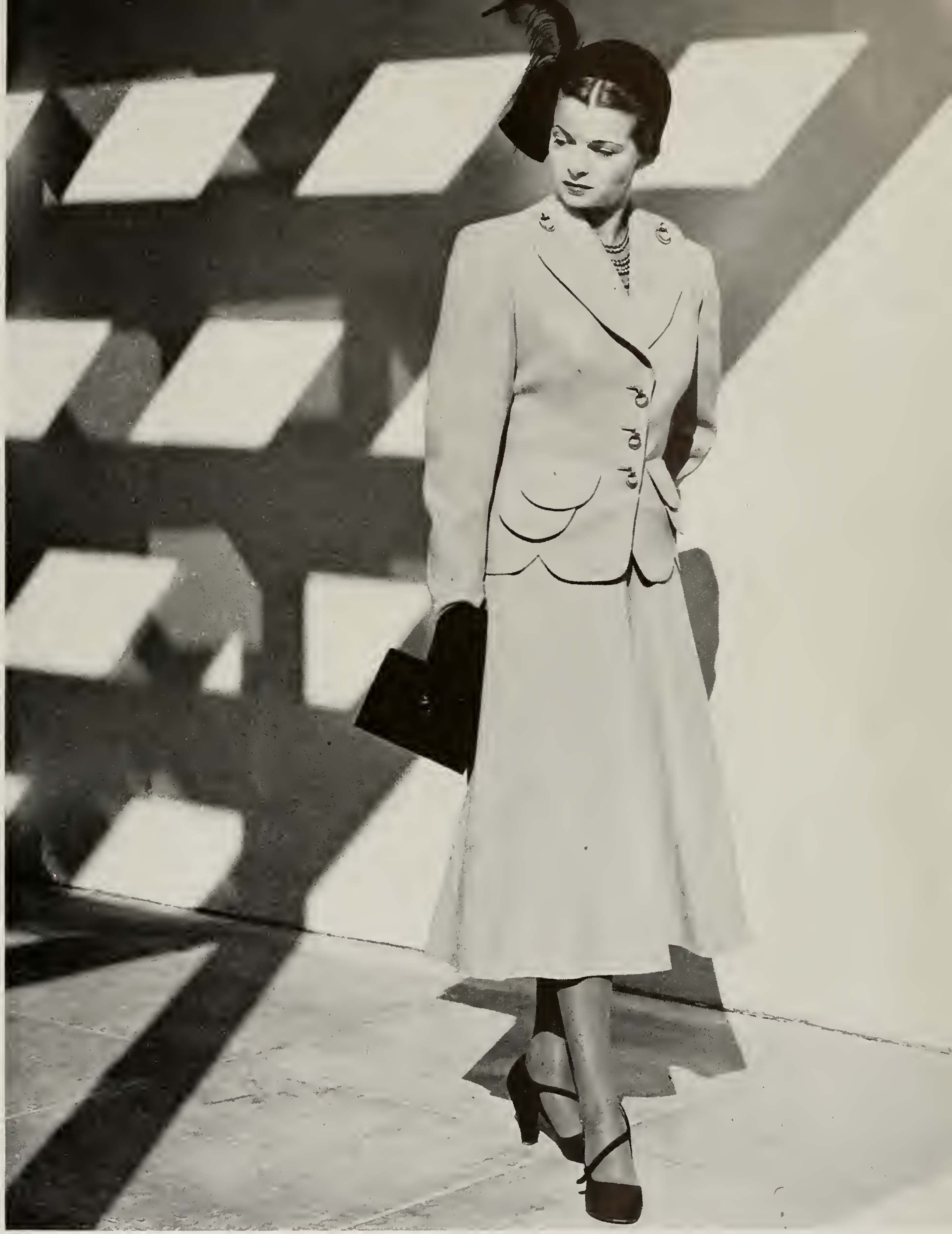

Florence



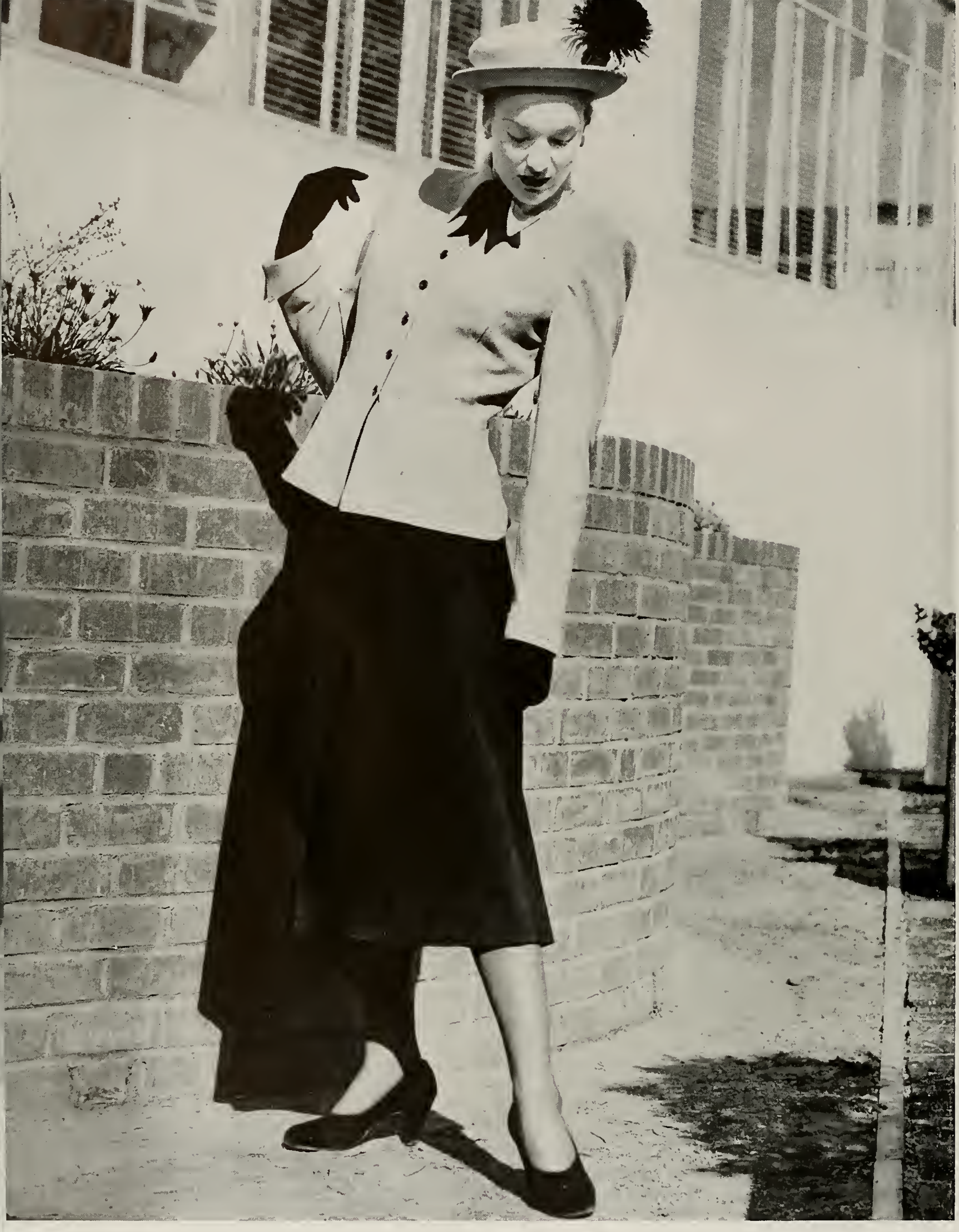
PAUL PARRY

Ladies' Choice

PLAY HEARTS, IT'S LEAP YEAR! YOU'LL LOVE A PERT SUIT BY IRVING SCHECHTER. SIZES 9-15, 10-18; ABOUT $65. TRAVEL-MINDED, OR SIMPLY COQUETTISH . . . HERE'S SPICE FOR YOUR WARDROBE, A YEAR-ROUNDER, TOO!

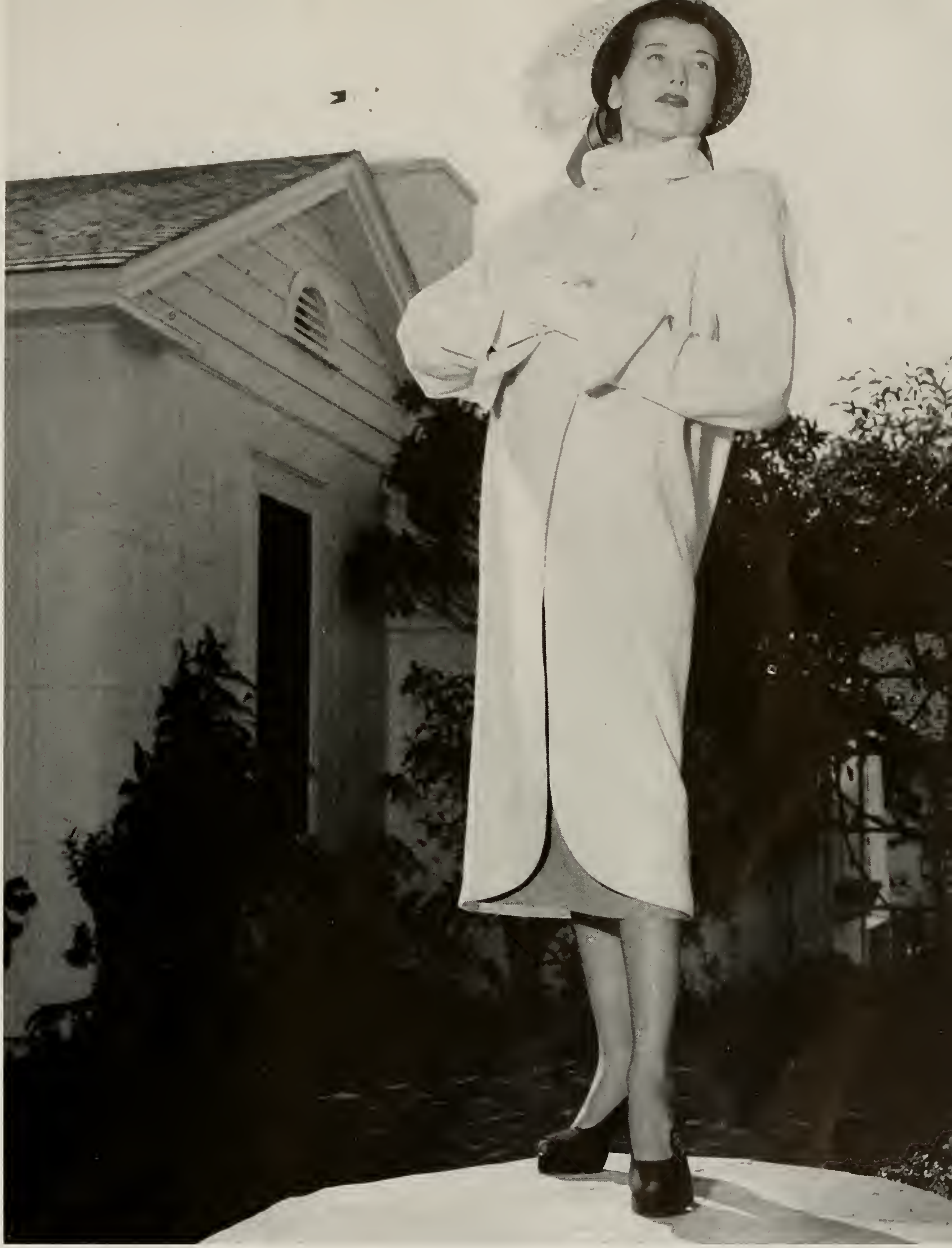


ROMANTIC CIRCLETS ADD THE CALIFORNIA MIDAS TOUCH TO A FEMININE SUIT FOR DAYTIME AND DATES BY SUPER FASHION. SIZES 8-18 ABOUT $60. AT THE BON MARCHE, SEATTLE; KORRICKS, PHOENIX. CORO'S BIB NECKLACE REPEATS THE GOLDEN MOTIF. BOTH HATS ARE BY LESLIE-JAMES.



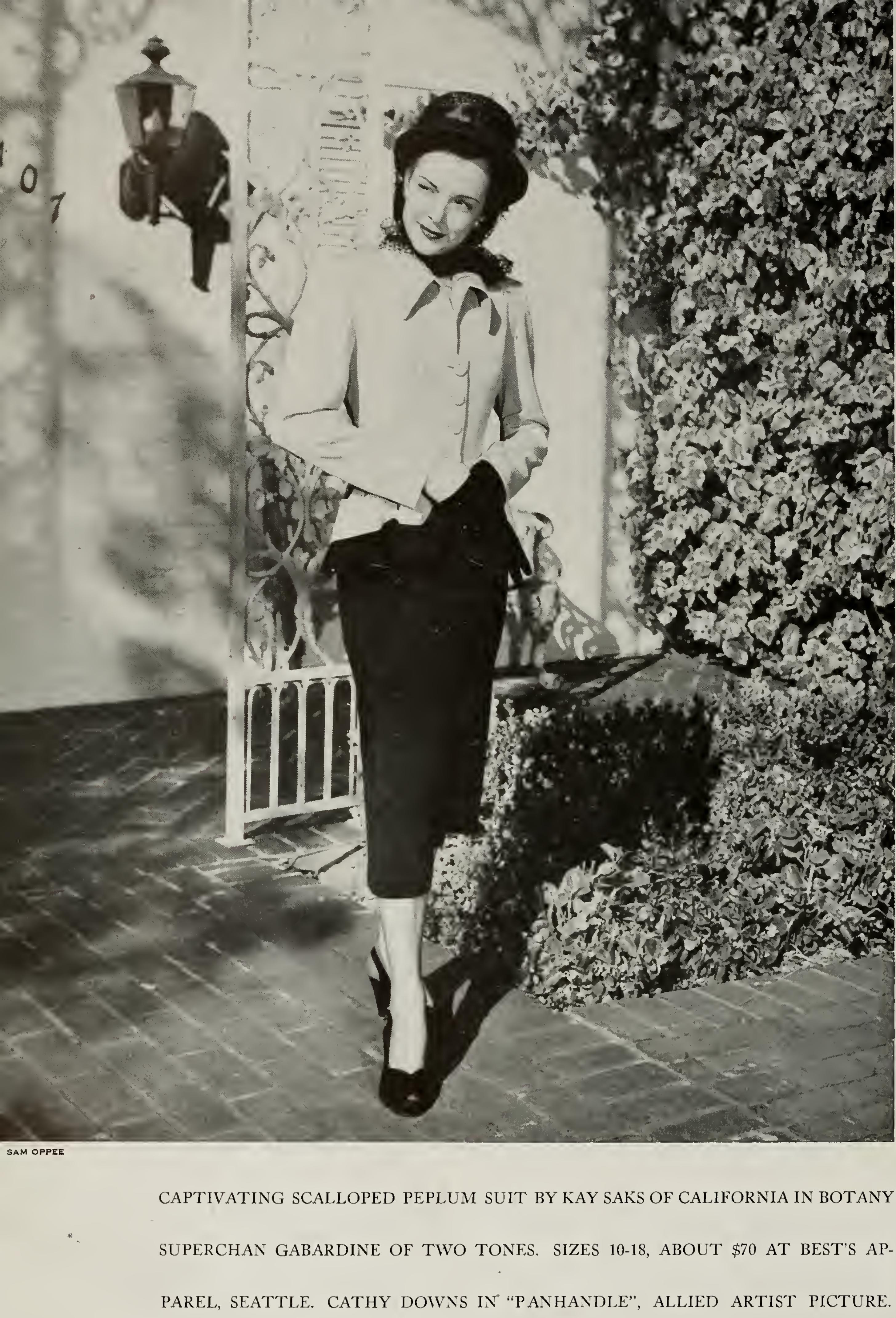
UL PARRY

CALIFORNIA HINT ON HOW TO EXPRESS INDIVIDUALITY IN A SUIT THAT'S GAY WITH ALL THE CONTRAST OF SPRING ITSELF! YOU'LL ENJOY DOESKIN AND GABARDINE COMBINED IN AN ADELE-CALIFORNIA SUIT. SIZES 10-16, ABOUT $85 AT THE BON MARCHE, SEATTLE; JOSKE'S, SAN ANTONIO. AILUJ GLOVES.



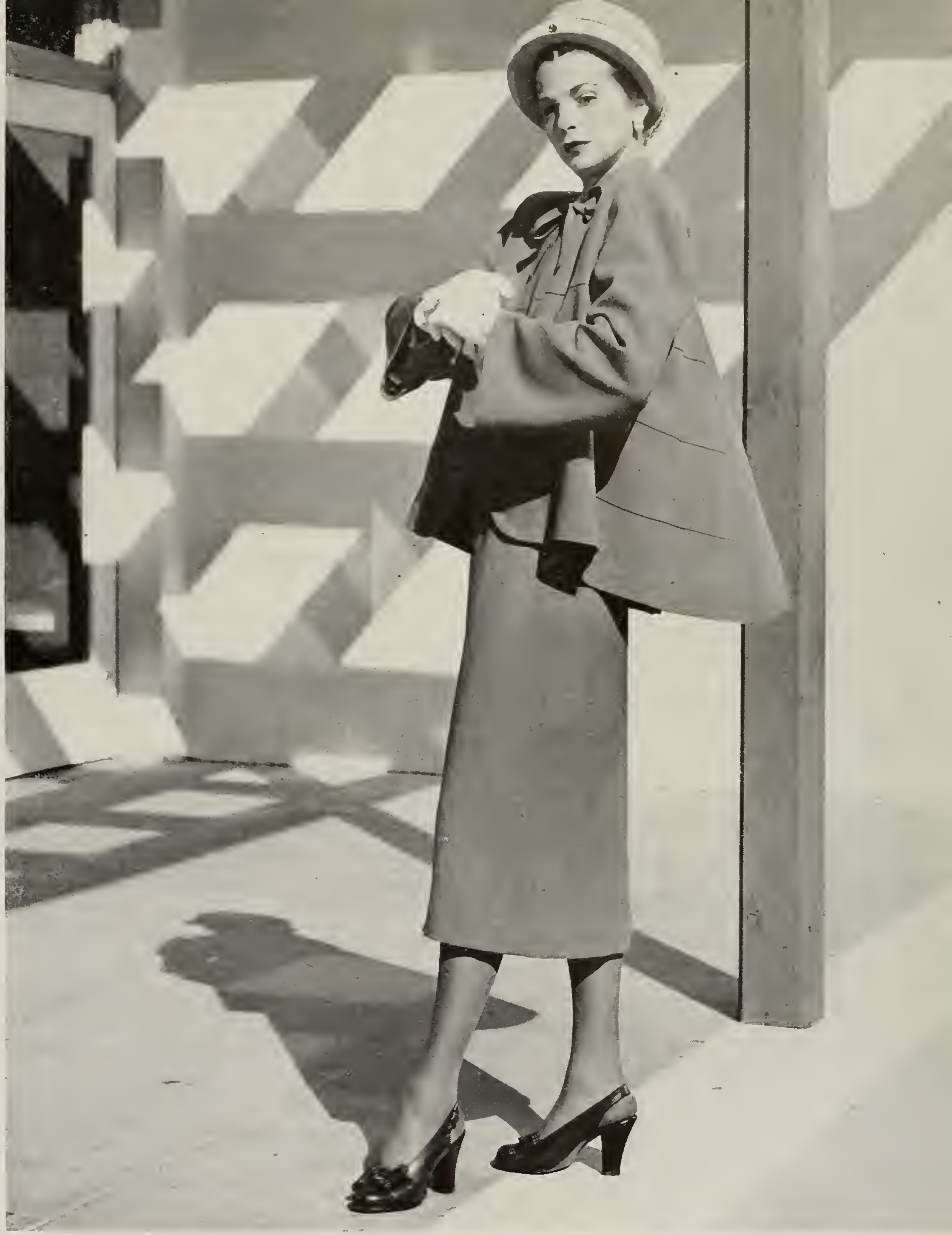
SAM OPPEE

DISTINCTIVE WRAPPED SILHOUETTE BY LILLI ANN. TWO-BUTTON COLLAR CAN BE WORN CHIN HIGH OR FLAT. SIZES 10-18, ABOUT $70 AT THE EMPORIUM, SAN FRANCISCO. WORN BY TRUDY MARSHALL, CURRENTLY APPEARING IN COLUMBIA'S "THE FULLER BRUSH MAN". THE HATS ARE BY LESLIE-JAMES.



SAM OPPEE

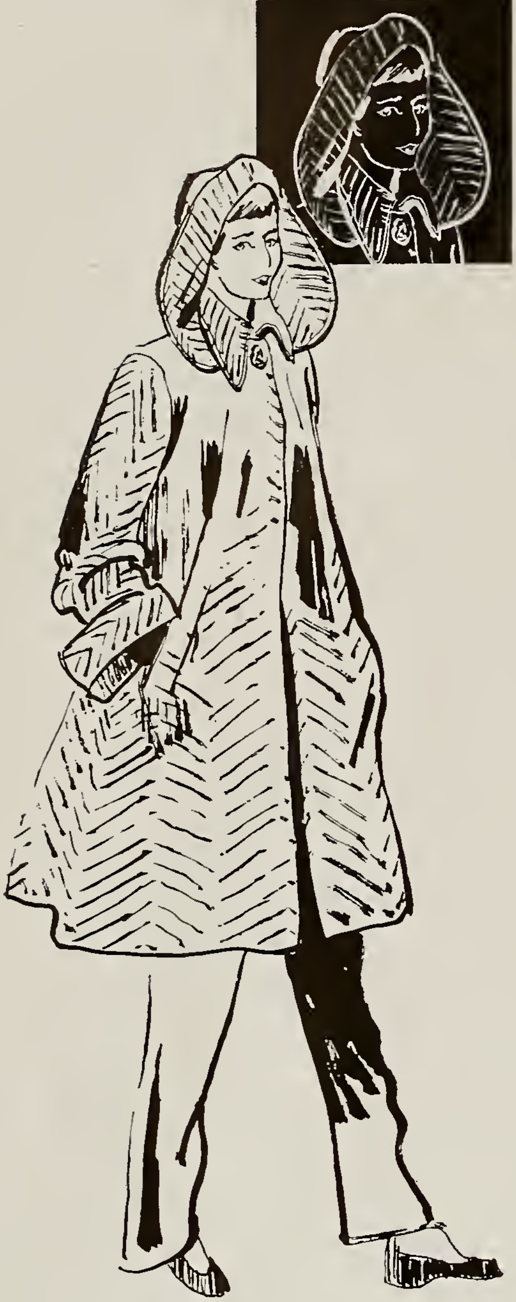
CAPTIVATING SCALLOPED PEPLUM SUIT BY KAY SAKS OF CALIFORNIA IN BOTANY SUPERCHAN GABARDINE OF TWO TONES. SIZES 10-18, ABOUT $70 AT BEST'S APPAREL, SEATTLE. CATHY DOWNS IN "PANHANDLE", ALLIED ARTIST PICTURE.



PAUL PARRY

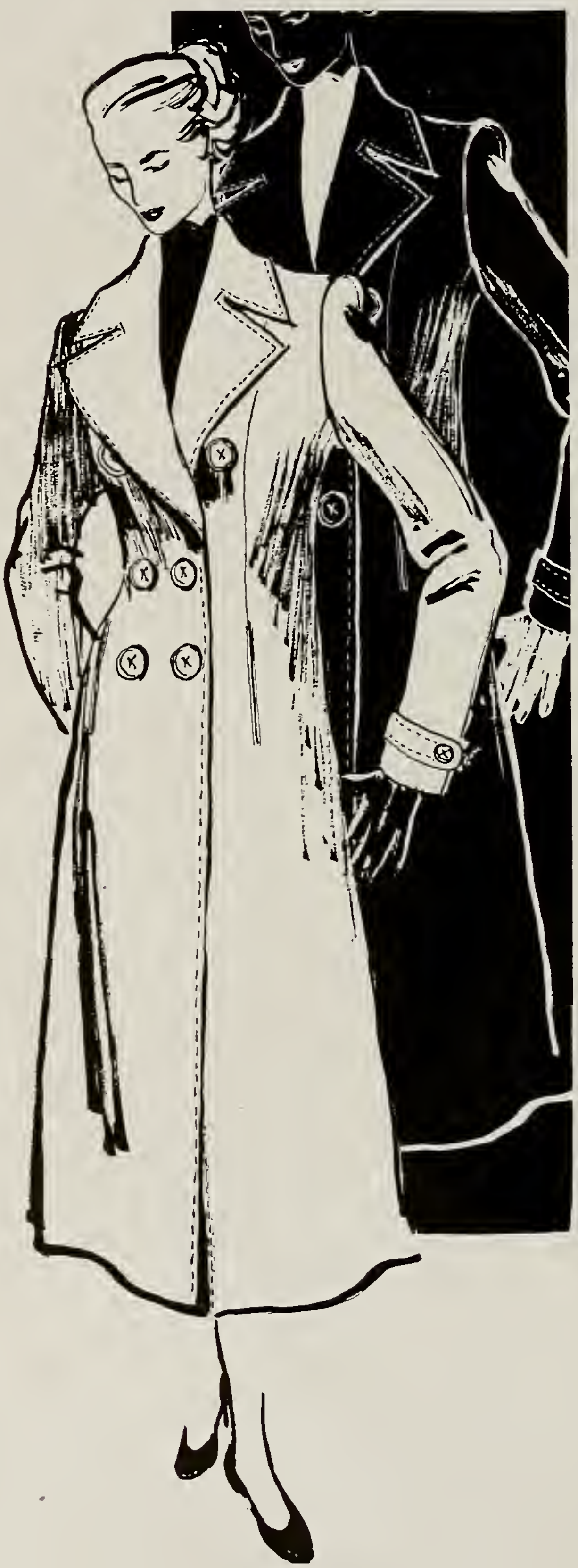
DASHING FLARED JACKET WITH TUCKS ACCENTING CUT-AWAY CURVE ABOVE A PENCIL SLIM SKIRT BY JACLANE OF CALIFORNIA, PACIFIC VERDONA CREPE. SIZES 12-44, ABOUT $60 AT JOHN GERBER CO., MEMPHIS. BILTMORE EARRINGS.

Coats that are News . . .

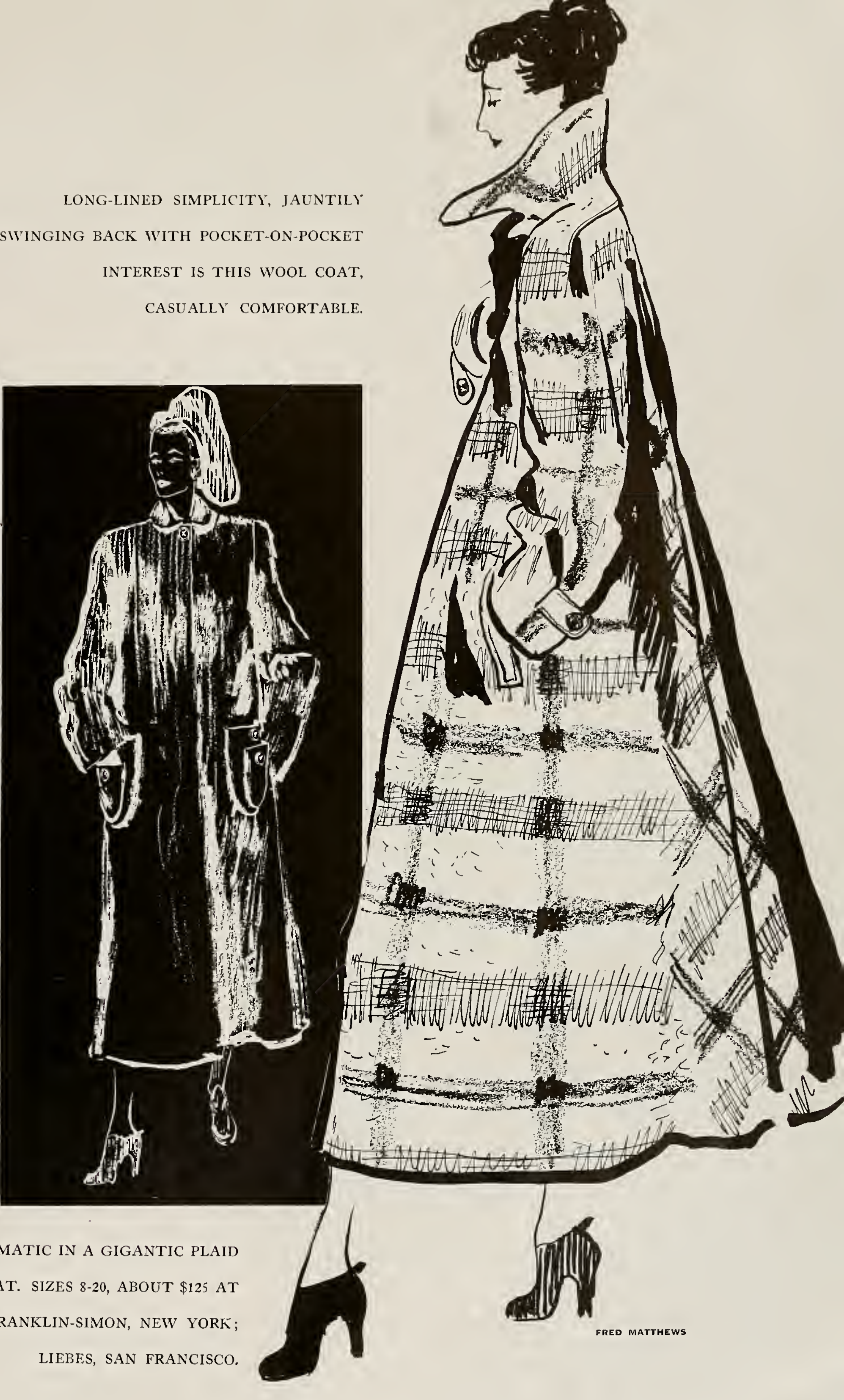


CHOOSE THIS TOPPER BY RAND OF CALIFORNIA FOR SLACKS OR FORMALS. SIZES 9-15, ABOUT $45 AT DESMOND'S, LOS ANGELES; A. HARRIS, DALLAS; HALLE BROS., CLEVELAND.

A BELTED BACK COAT TAILORED OF IMPORTED BRITISH WOOLEN BY ROSENBLUM. SIZES 10-20, ABOUT $110 AT CARSON PIRIE SCOTT & CO., CHICAGO.

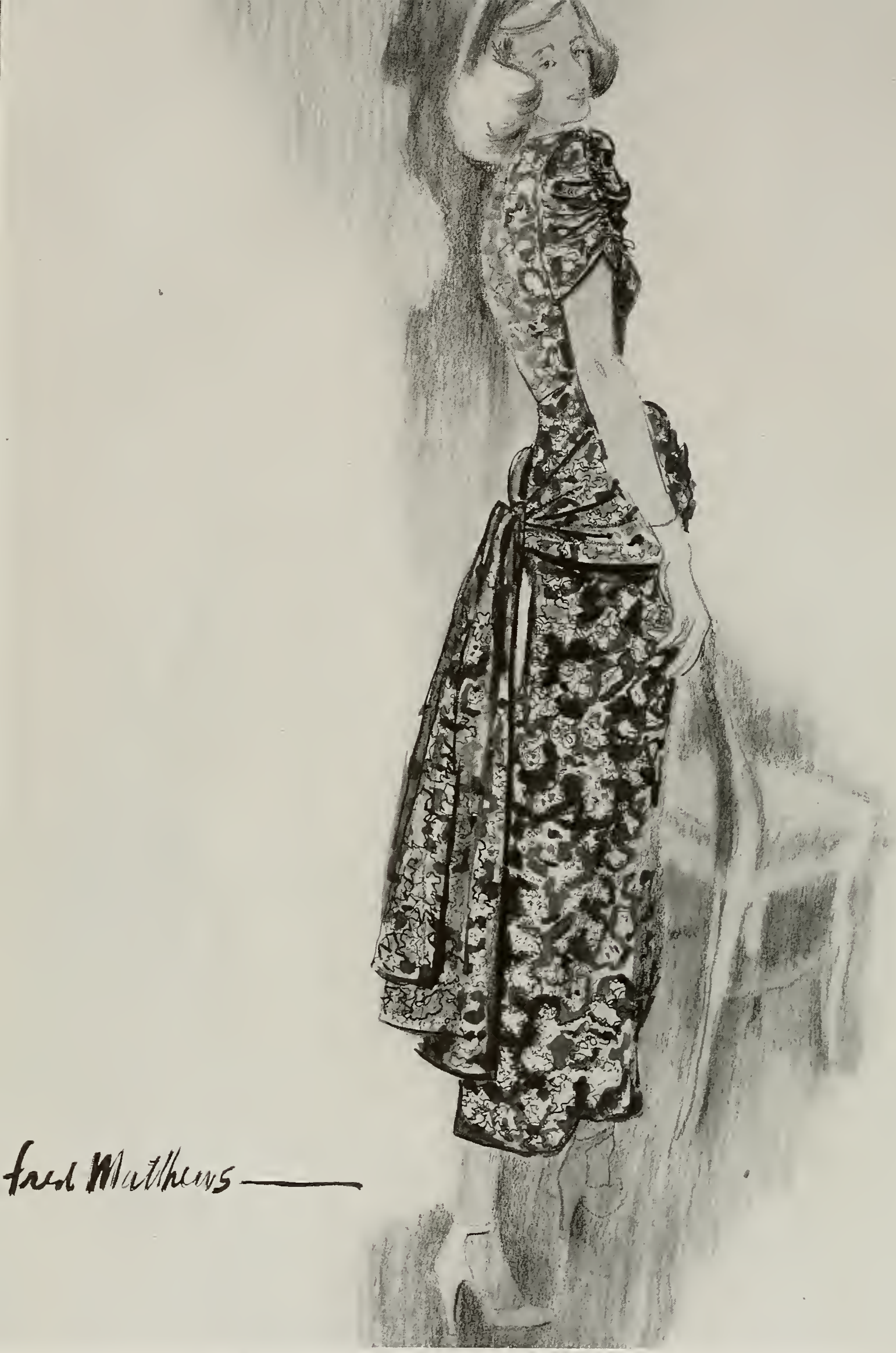


LONG-LINED SIMPLICITY, JAUNTILY SWINGING BACK WITH POCKET-ON-POCKET INTEREST IS THIS WOOL COAT, CASUALLY COMFORTABLE.



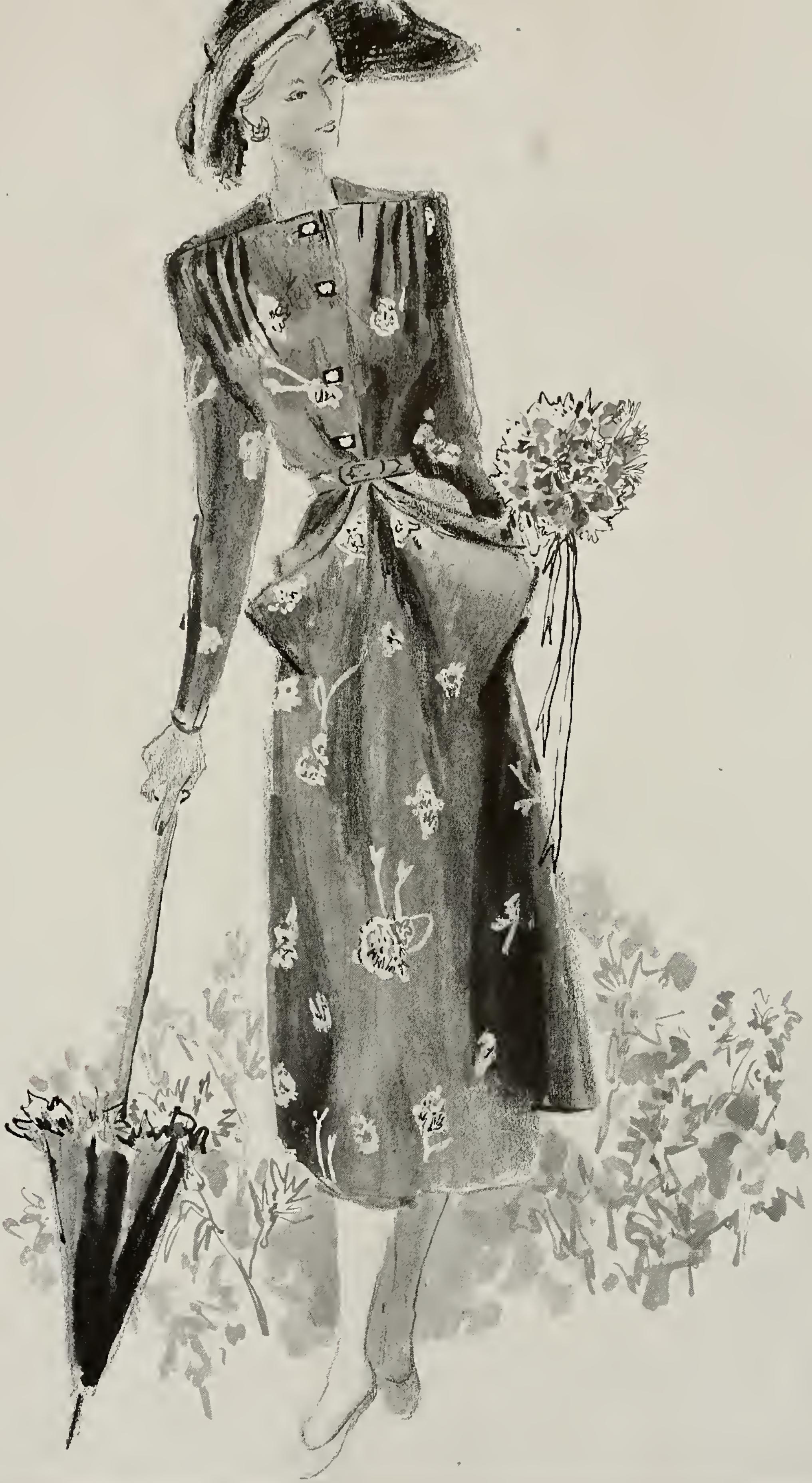
BE DRAMATIC IN A GIGANTIC PLAID GREATCOAT. SIZES 8-20, ABOUT $125 AT FRANKLIN-SIMON, NEW YORK; LIEBES, SAN FRANCISCO.

FRED MATTHEWS

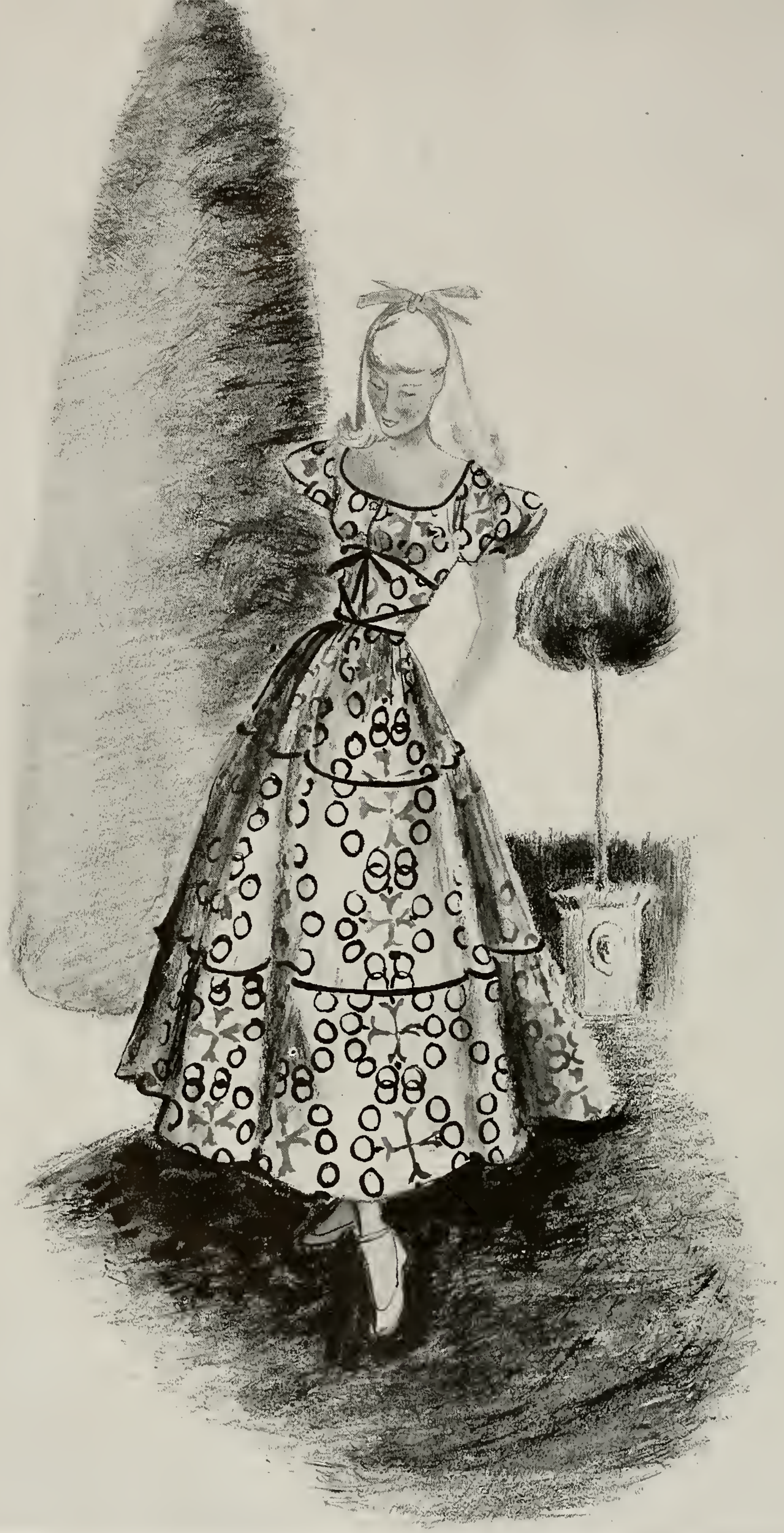


Heart Warming Prints

ACCENT THE HIPS OF MARBERT'S DRESS WITH SOFT FOLDS OF FOREMAN'S FLORAL PRINT. SIZES 10-18, ABOUT $35 AT BUFFUMS', LONG BEACH; CARSON PIRIE SCOTT & CO., CHICAGO.

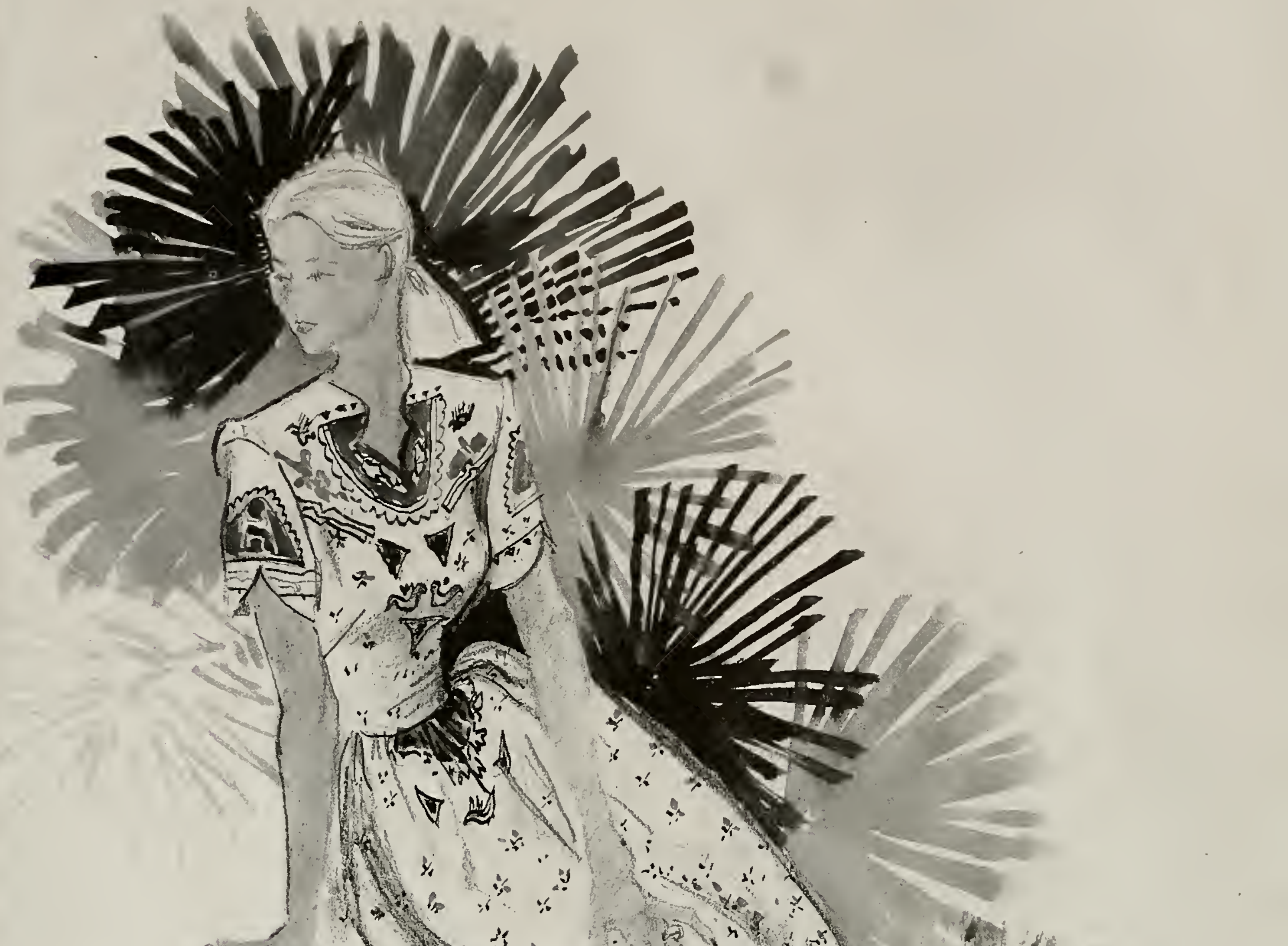


EYES RIGHT . . . FROM PETITE CASUALS, STYLED FOR YOU WHO ARE 5'5" OR UNDER. CARNATIONS PICKED FROM COHAMA'S SOPHISTICATES PRINT ARE REPEATED ON CHINA BUTTONS. SIZES 10-20, ABOUT $23. THIS IS THE DRESS YOU CAN WEAR FOR SO MANY OCCASIONS, WITH PICTURE HAT OR TOWN-TOPPER.

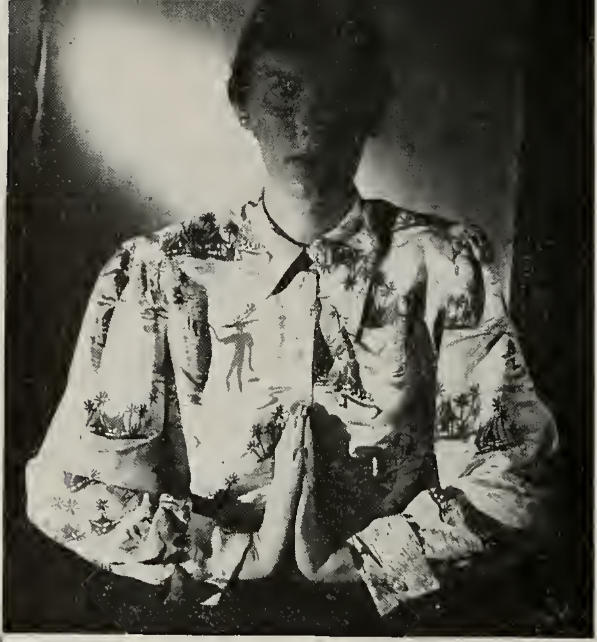


RED MATTHEWS

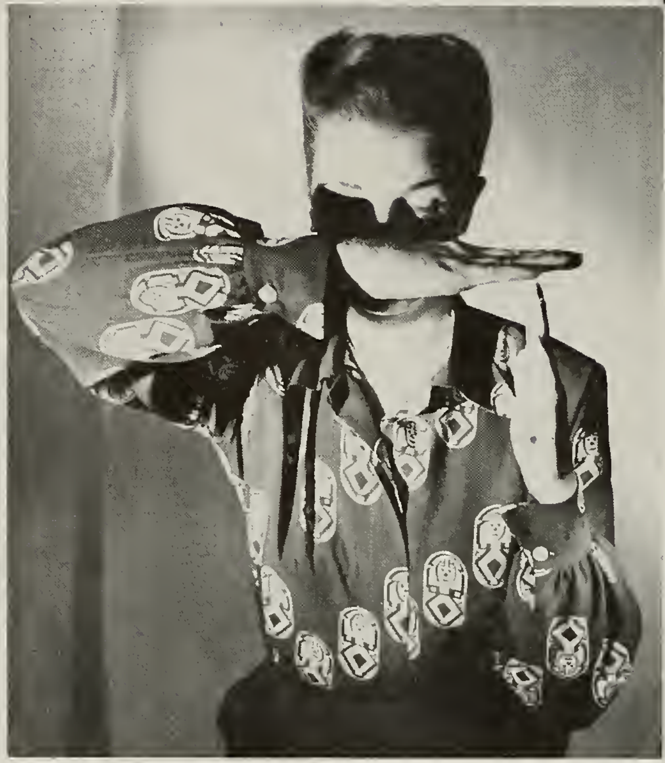
PIQUANT TRIPLE-TIERED DRESS BY JUNIOR MISS OF CALIFORNIA, A JOY FOR THOSE SPRING DAYS WHEN A YOUNG MAN'S FANCY TURNS...HESS-GOLDSMITH'S MISSION TILE PRINT. SIZES 9-15, ABOUT $15 AT KAUFMANN'S, PITTSBURGH.



YOUNG BRAVES WILL DELIGHT IN THIS MADALYN MILLER BORDER PRINT DRESS INSPIRED BY THE WARWHOOPS AND TOMAHAWKS OF THE AMERICAN INDIAN. A DRESS FOR MANY FESTIVE OCCASIONS. SIZES 9-17, 10-18, ABOUT $18.



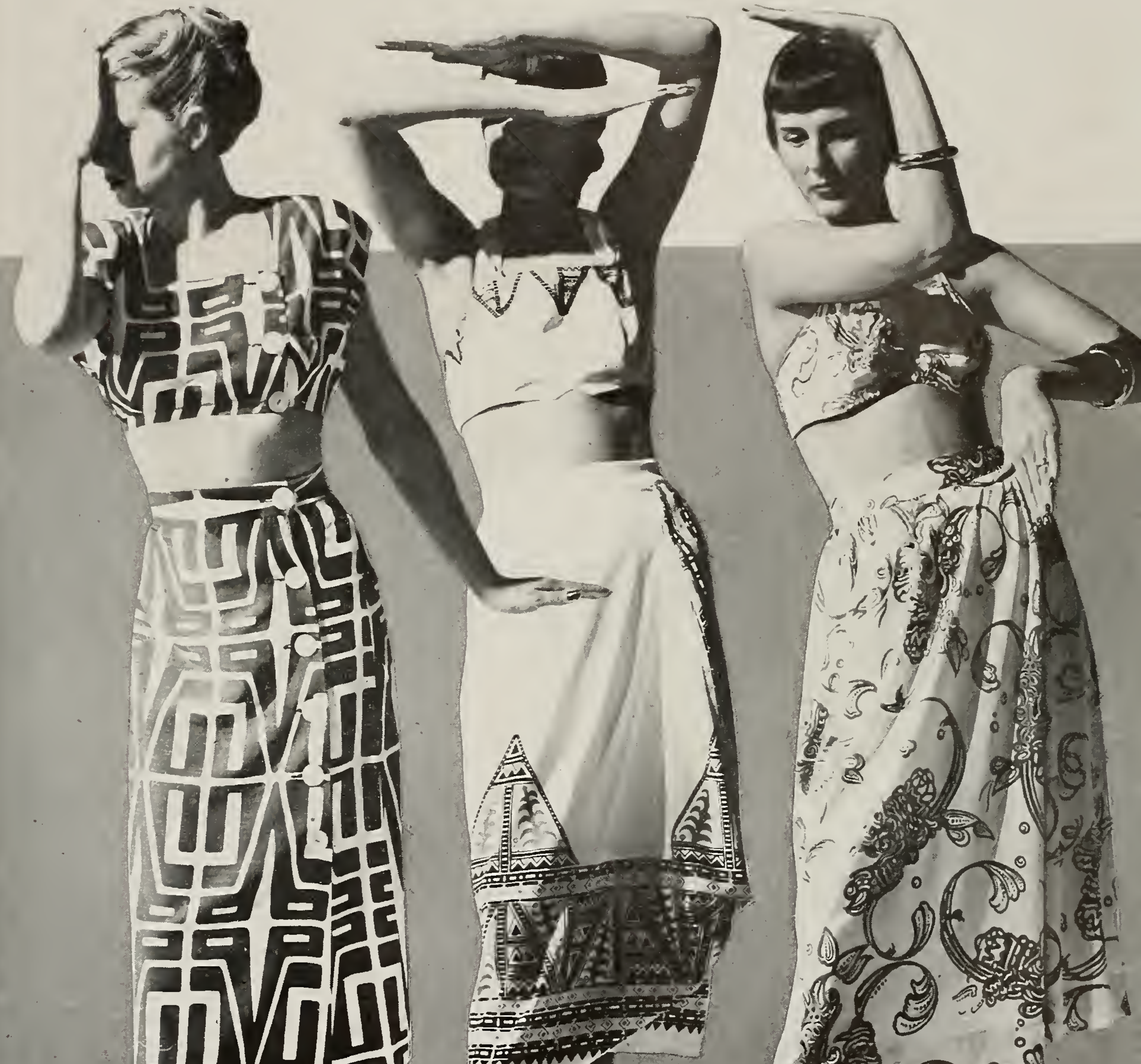
DASH TAYLOR

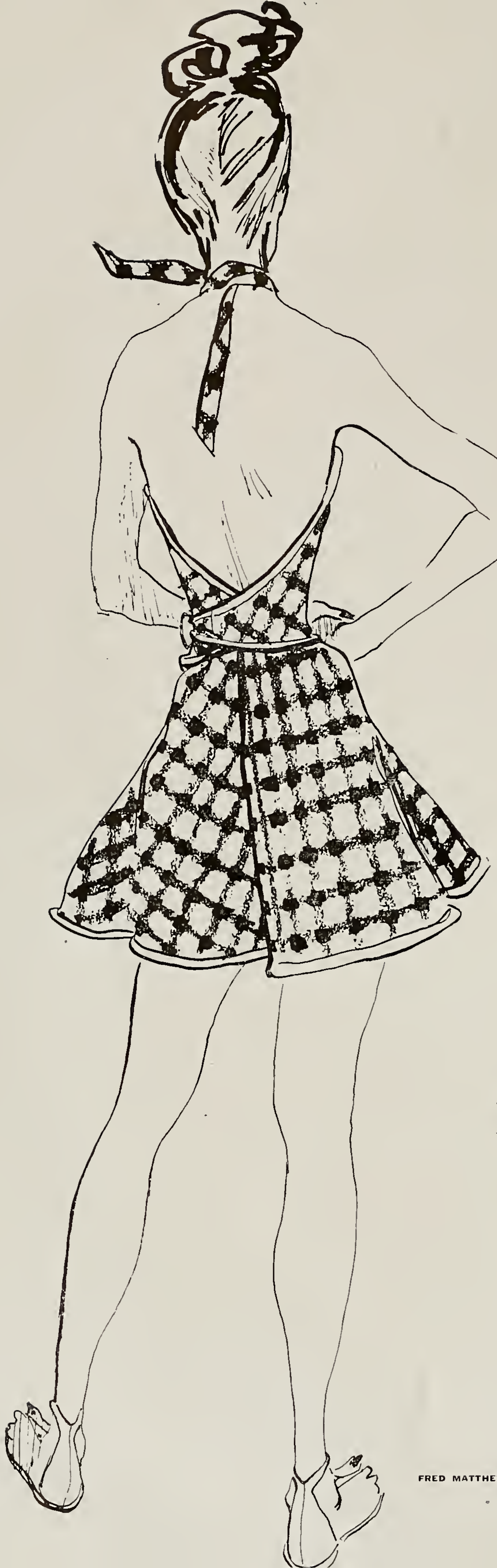


A fashion story in print . . . exciting choice for you who like extreme drama in your playtime wardrobe. These eye-catching patterns were created by California Authentics under the provocative descriptive, "California Crossroads of the Pacific" . . . a series including artist interpretations of native dances, scenes, flora and fauna of a romantic land. California's own Annette Honeywell and noted Cherokee artist, Waano-Gano, were stylists for the dramatic collection which has been translated by famous California designers into the fashions you see on these pages.

So Pretty in Print!

Above, Sir James blouse on hand-screened Marimba; *left,* Deauville Model sophistication in "Gabriella"; *opposite page, left to right:* Joseph Zukin uses a Tapa pattern; Louella Ballerino's Balinese midriff in "Pyramid"; F. B. Horgan's two-piecer in "Bali Mask", Celanese hand-screen jersey. And, please note, the summer sun brings out the midriff in you!





. . . and these are clothes
that make fun of days:
at home, at beach,
on vacation far away.

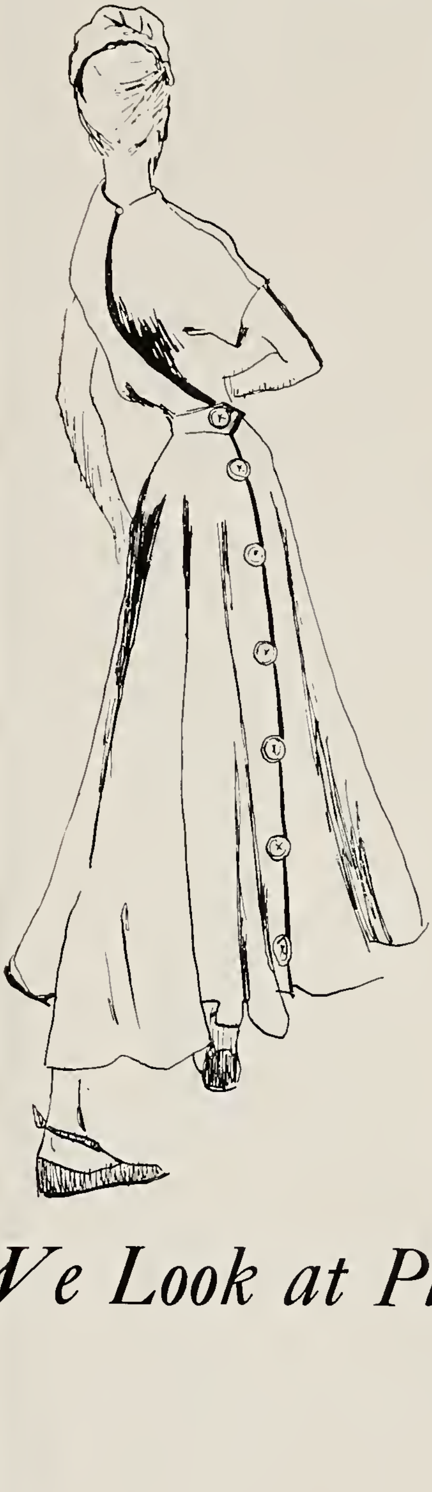
Left, Caltex "sea shell",
pretty cover-up for swim-skin.
Sizes 10 to 20, about $10.
at Carson Pirie Scott, Chicago.

Opposite, left to right:
Agnes Barrett's
indispensable: easy-in dress
of St. George Salyna.
Sizes 10 to 16, about $30.

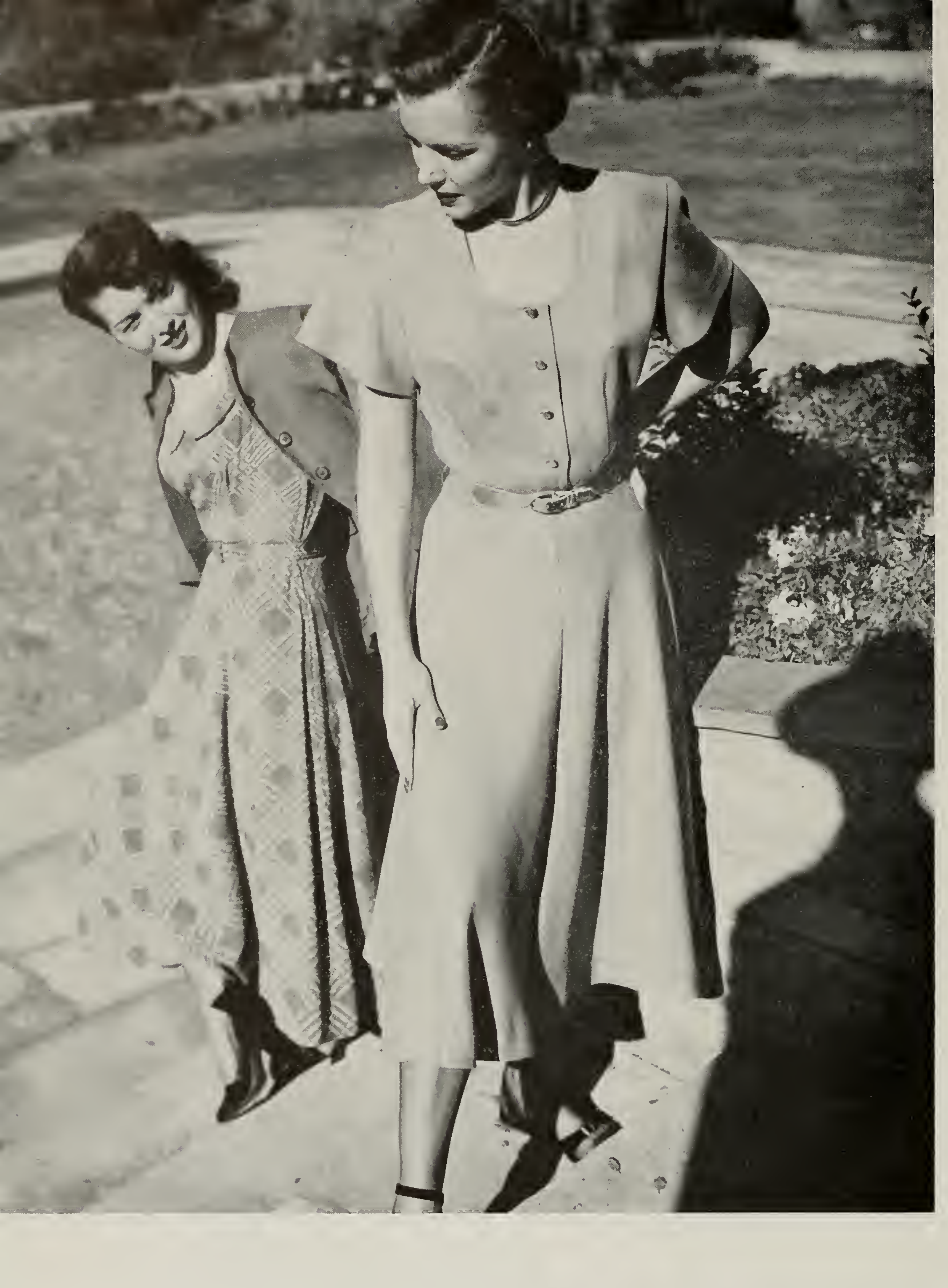
Western Fashions midriff
with gay shawl collar.
Sizes 10-16, about $18.

This Is the Way

Louella Ballerino
drops shoulders and hemline
in a picture-frock.
Sizes 10-16, about $40.

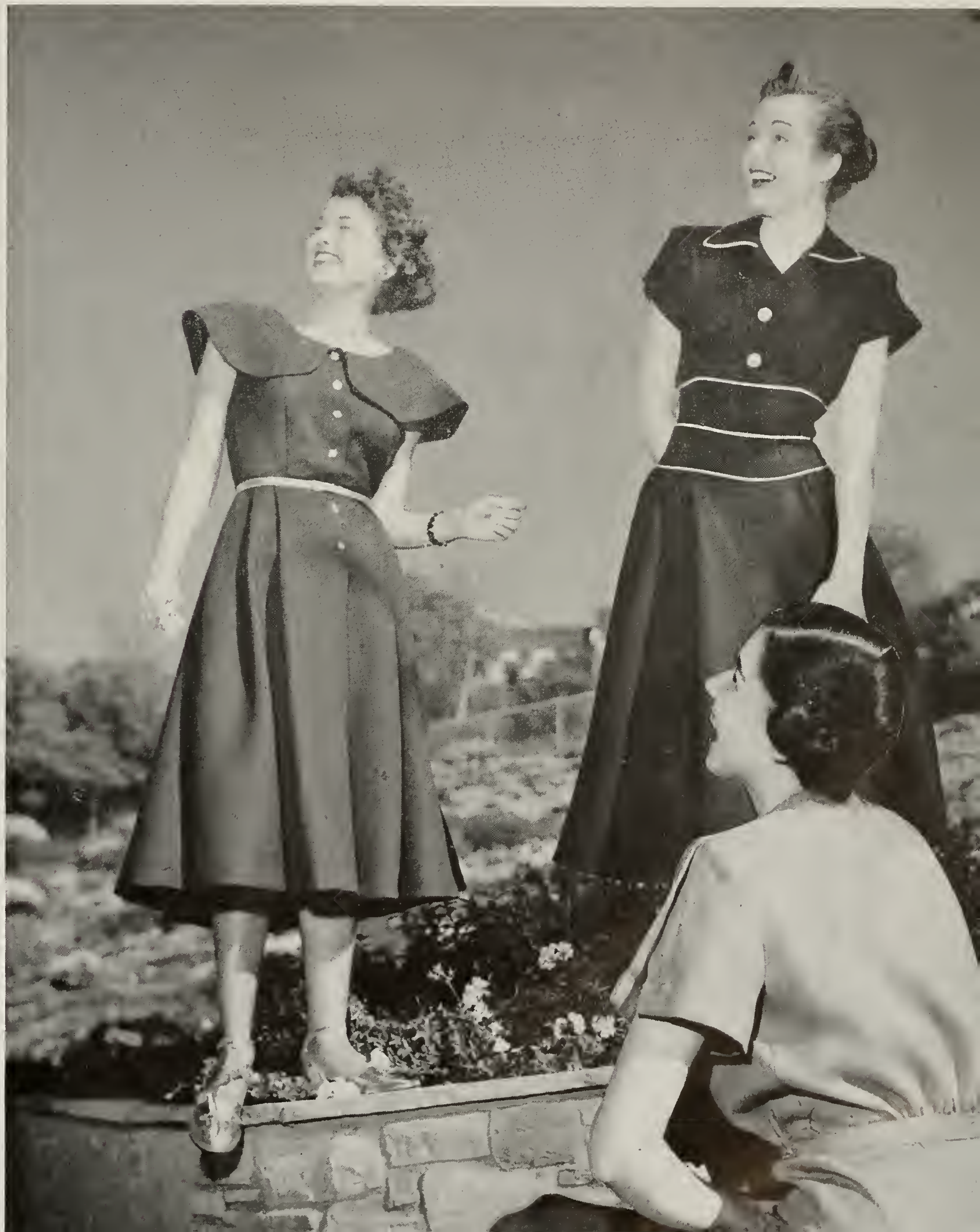


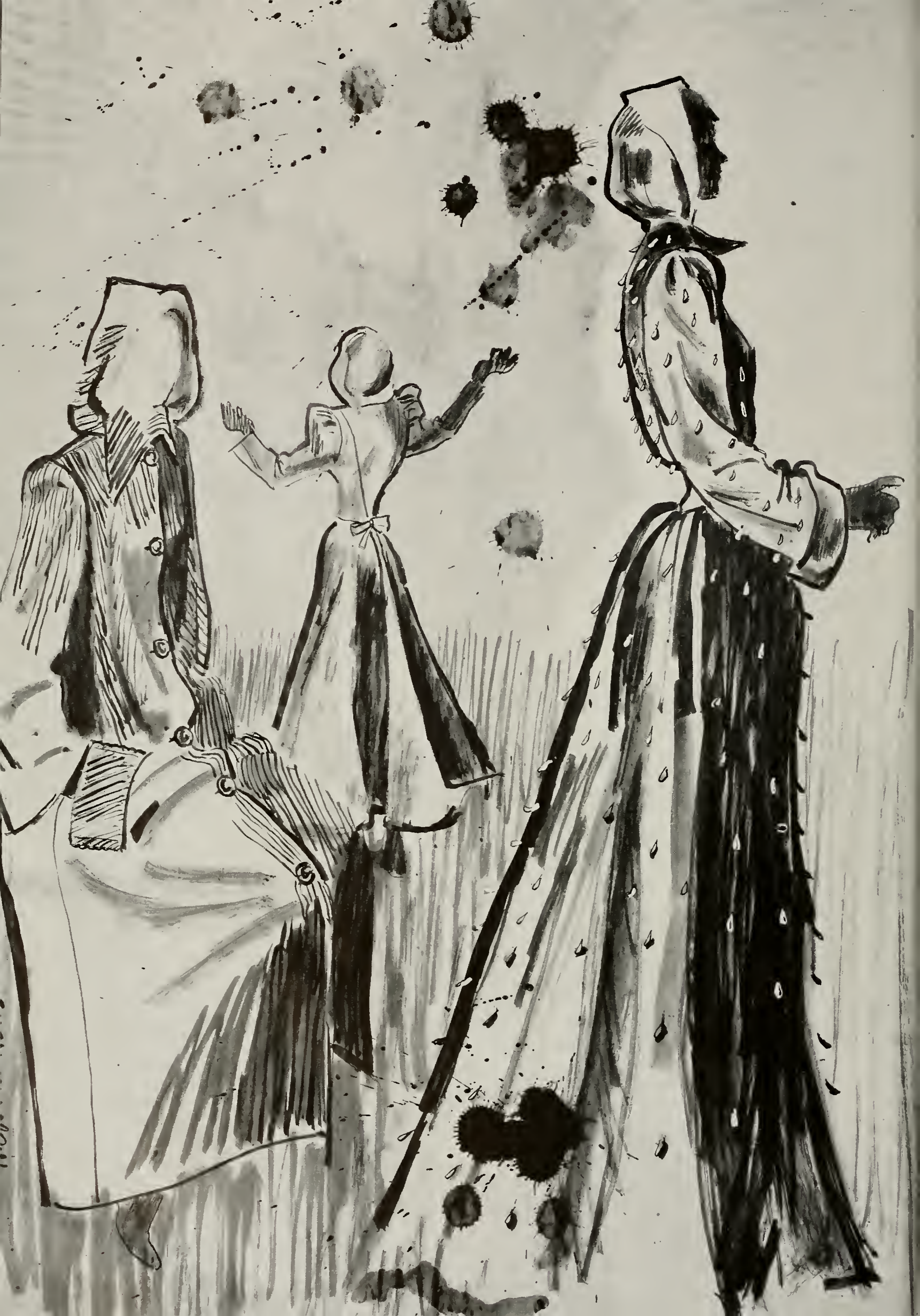
We Look at Play



Fabric of Fashion INSPIRATION FOR A WHOLE SERIES OF CASUALS. TUMBLE TWIST, NEWEST PRESENTATION BY CALIFORNIA FABRIC CO. . . . LINEN-LIKE, TAILORS LIKE A DREAM. HERE, *LEFT,* IN CRISP JACKET OVER PLAID SUNDRESS BY PAT PREMO; PETITE CASUALS CIRCLET WITH GOLD KID BELT.

SO MANY TIMES YOU'LL NEED A DRESS WITH THE CASUAL RIGHTNESS OF THESE . . . TUMBLE TWIST WEARABLES THAT ARE GAY VACATIONISTS, PERFECT IN THE COUNTRY, AT HOME. *LEFT TO RIGHT,* SHAWL DRESS WITH GOLD KID BELT, GILDED BUTTONS, BY HOLLYWOOD PREMIERE; PLAY DRESS WITH CONTRASTING COLOR AT WAIST, BY TABAK OF CALIFORNIA; GRAFF GOLF DRESS WITH FLY FRONT, TEE BELT.

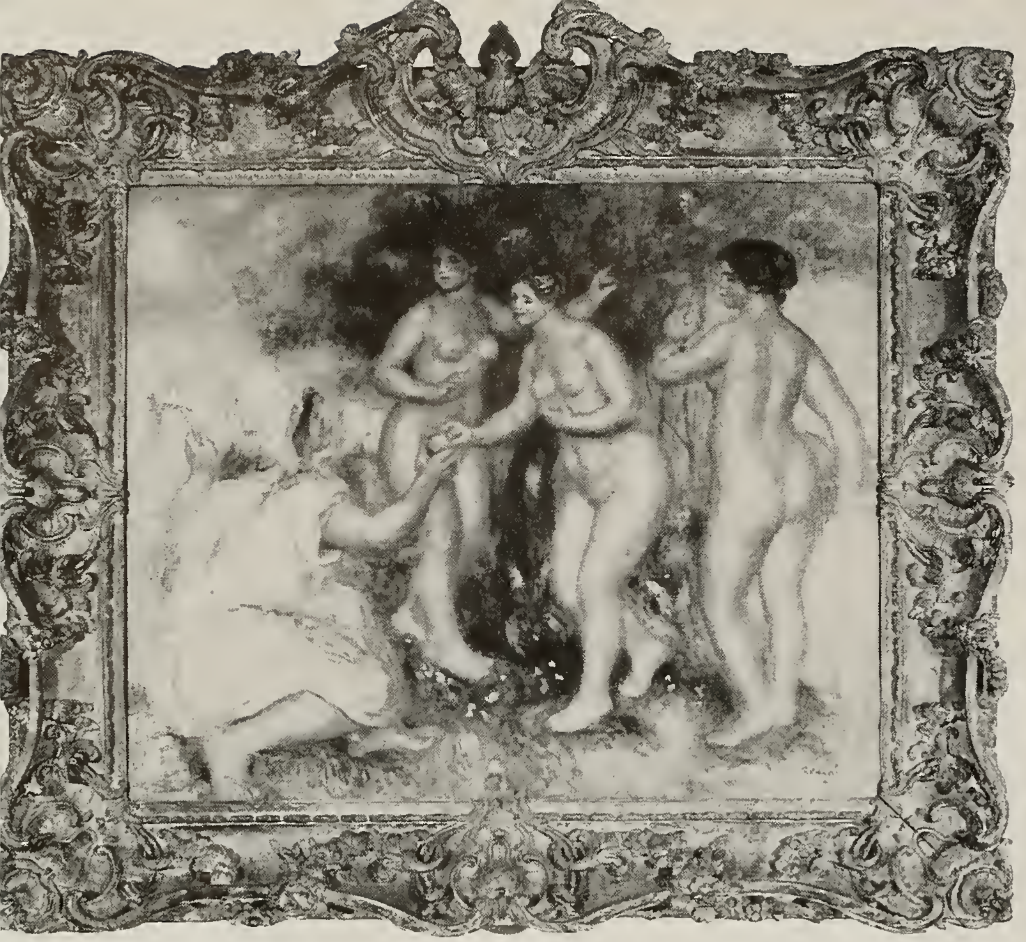




Romance in the Rain

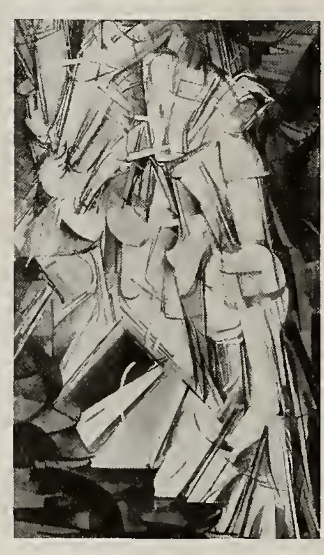
You probably can remember when rainy days meant drippy slickers or cumbersome overcoats . . . sloshy galoshes . . . "buy your umbrellas here." But today you can look upon a cloudy sky with joy . . . for just five years ago a Californian named Viola Dimmitt revolutionized rainwear with a raincoat dress, first fashion-wise garment to be made water-repellent. Since then Miss Dimmitt and a host of others have given you romantic styles in a variety of fabrics, corduroy to iridescent treated materials . . . so lightweight, so pretty and comfortable you wear them casually all year 'round! *Opposite page*, from current Viola Dimmitt collection: hooded corduroy; junior-wise with adjustable waist, and evening coat with raindrop beads, both in Cohama Iridescent; *this page*, young love in Bates Belleweather poplin, by Barbara Jane.

EARL SCOTT



"The Judgment of Paris"
by Auguste Renoir

Marcel Duchamp's
"Nude Descending a Stair"



For You . . A New Modern Museum of Art

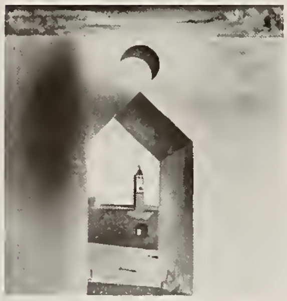
ON A BEAUTIFUL street in Beverly Hills . . a thoroughfare lined with the smartest of shops and the most epicurean of cafes . . there exists today a new temple to modern art. And the public is invited, without admission charge, to view the masterpieces that are so graciously lent by their owners so that all may appreciate them.

The Modern Museum of Art, at 344½ North Rodeo Drive, is the culmination of effort and the fulfillment of a dream of many of California's outstanding citizens. Vincent Price, Charles A. Green, Mrs. Sam Jaffe, Clifford Odets, Mrs. William Brice, Mrs. Walter Camp, Jr., Mrs. Cyrus Adler, Mrs. James W. Poe, Edward G. Robinson, Leland Hayward, Walter C. Arensberg, Mrs. Leslie W. Maitland, Henry Dreyfus, Aldous Huxley, Wright Ludington, Mrs. Richard Dakin, Donald M. Nelson, Kenneth Macgowan, John Moore Robinson and Kenneth Ross, the director, are the trustees of this non-profit organization to be perpetually supported by memberships ranging from the professional to lifetime subscriptions.

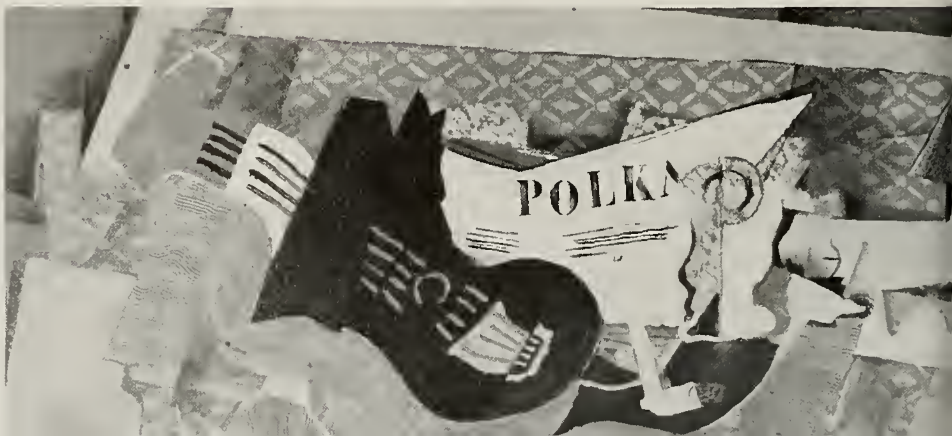
The plans of Kenneth Ross and the board are varied and exciting. Presentations from the world's finest collections will include architectural art, sculpture and crafts, fashions, photography and industrial development, with movable walls in the museum adjustable to the size of each exhibit. A study library is still another part of the public service to be rendered.

Outstanding in the current showing which opened the new museum only a few days ago are the masterpieces shown on this page: Marcel Duchamp's "Nude Descending A Stair," and George Braque's "Still Life of a Violin and a Pipe," both from the Walter C. Arensberg collection; "Nostalgic Echo," by Salvadore Dali, lent by Mrs. Leslie M. Maitland; and "The Judgment of Paris," by Auguste Renoir, a prize from the group owned by Mr. and Mrs. Charles Laughton.

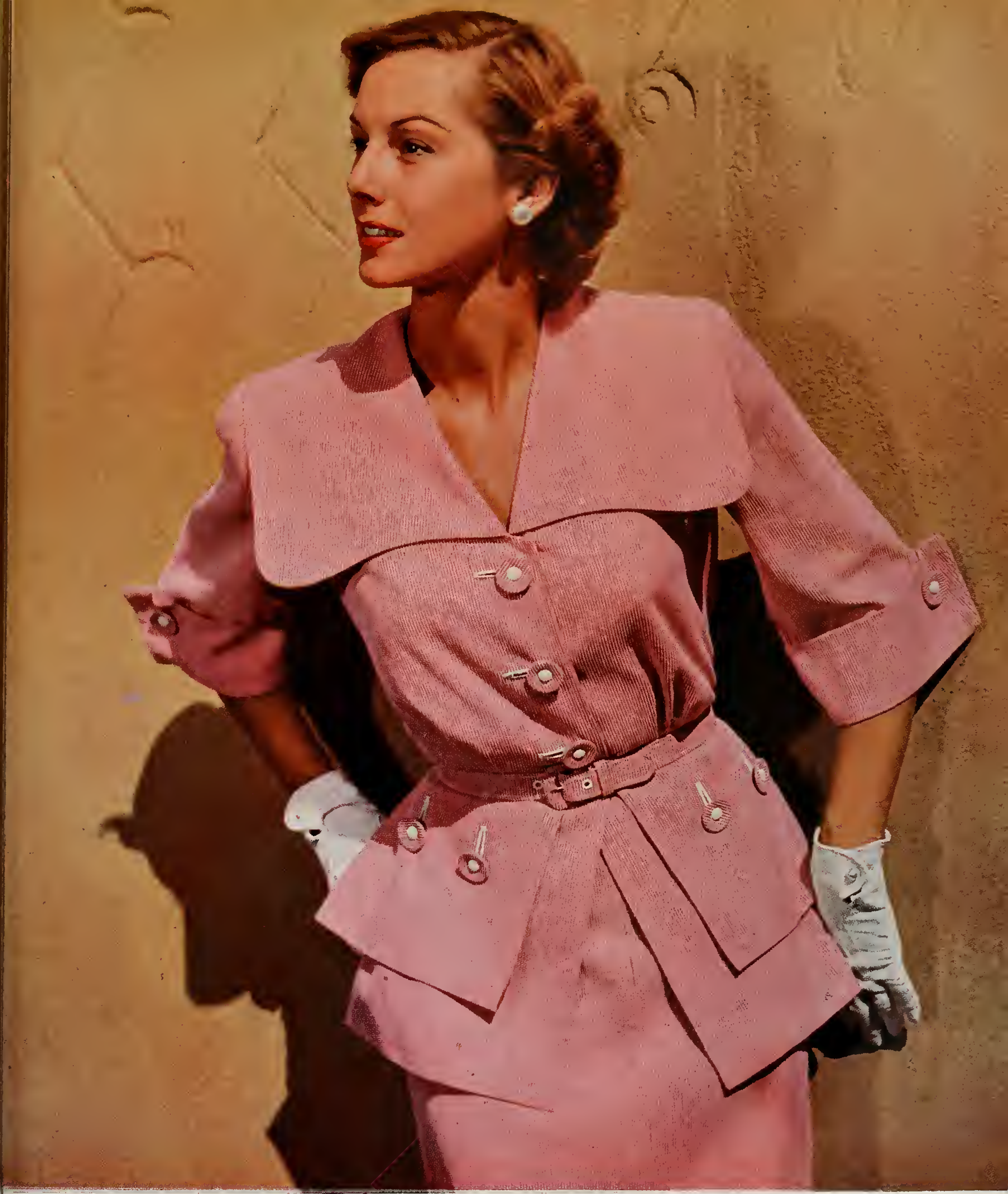
The beauty of fine arts, in truth, is available to all who would take a bus ride to Beverly Hills.



"Nostalgic Echo," by Salvadore Dali



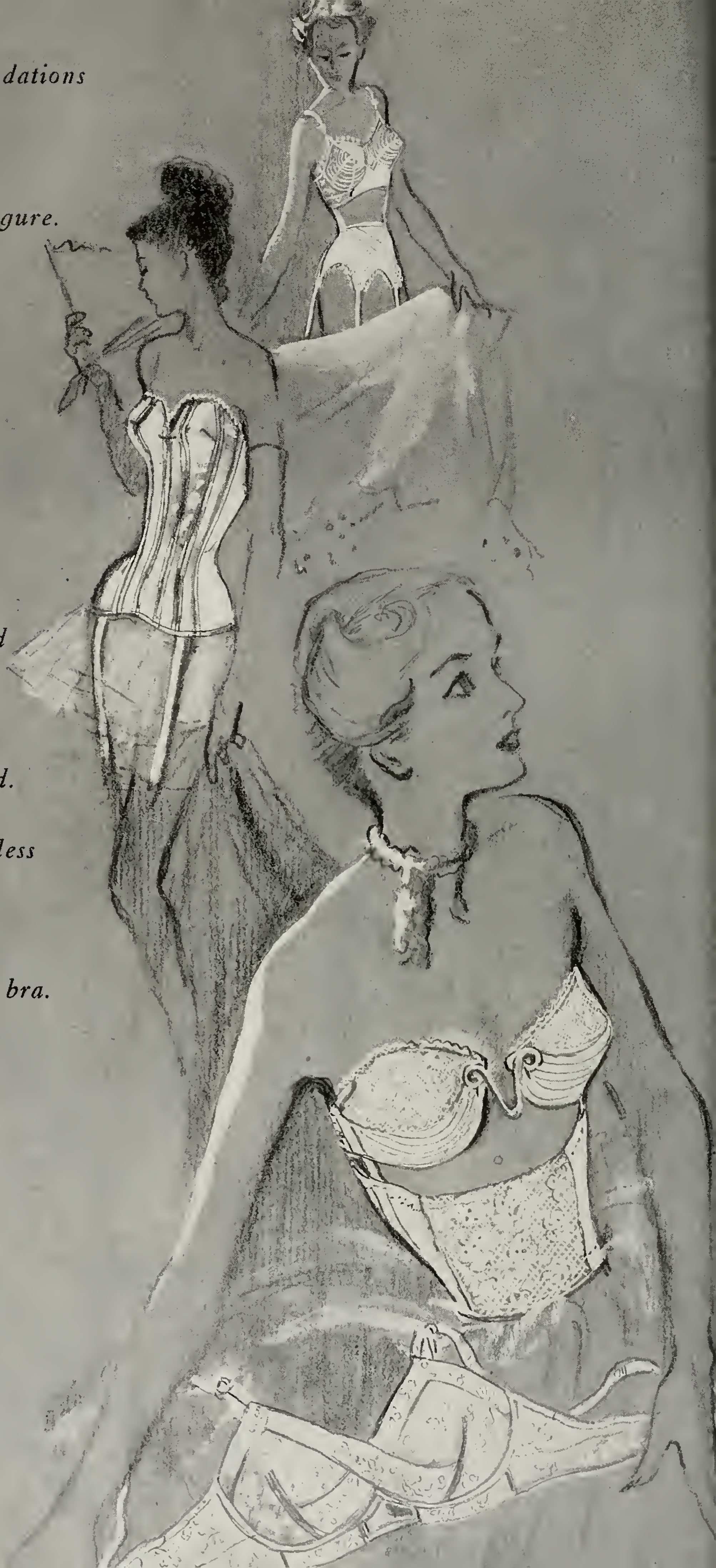
George Braque's "Still Life"



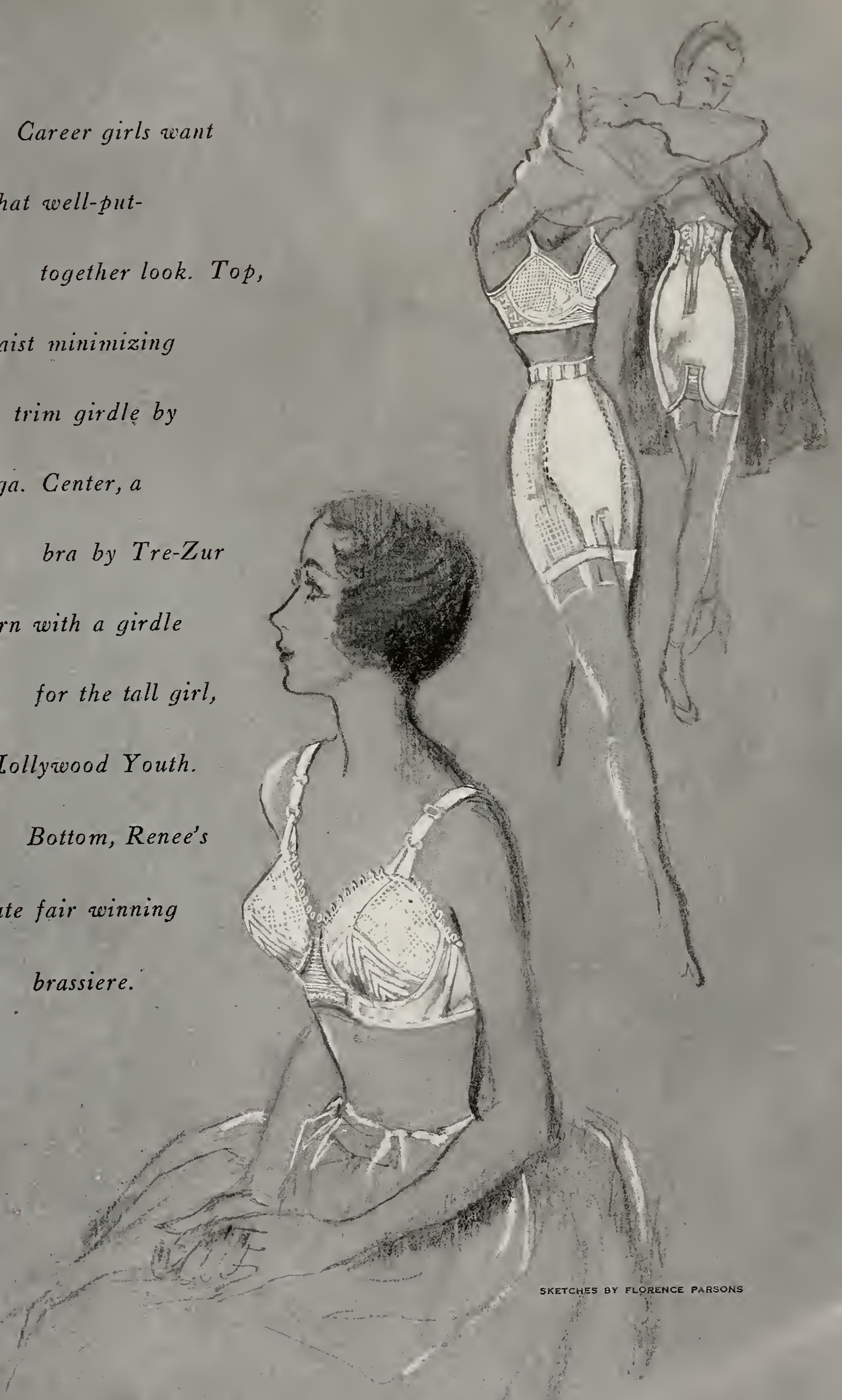
SAM OP

Call For Cotton FOR GAY, FRESH SUMMER COMFORT! HERE'S YOUR JAUNTY TWO-PIECER, EQUALLY AT HOME IN THE OFFICE OR AT THE COUNTRY CLUB. FACE-FLATTERY IN A BIG COLLAR, THE HIP INTEREST ACHIEVED WITH DOUBLE POCKETS, IT'S A SOPHISTICATED STYLE, A DALE HUNTER ORIGINAL, DEFTLY FASHIONED FROM AMERITEX STONECUTTER CORD. CHOICE OF COLORS, SIZES 10-20. ABOUT $25 AT THE MAY COMPANY, LOS ANGELES.

Fashion foundations
to slim and trim
the youthful figure.
Right, top to
bottom: bra and
garter belt with
nylon edging,
Hollywood Maxwell.
Strapless boned
"Curve Persuader",
Helene of Hollywood.
Gay-Tay's strapless
bra. Mam'zelle's
nylon taffeta bra.



Career girls want that well-put-together look. Top, waist minimizing trim girdle by Olga. Center, a bra by Tre-Zur worn with a girdle for the tall girl, Hollywood Youth. Bottom, Renee's state fair winning brassiere.



SKETCHES BY FLORENCE PARSONS

Edith Head, Paramount studio designer,

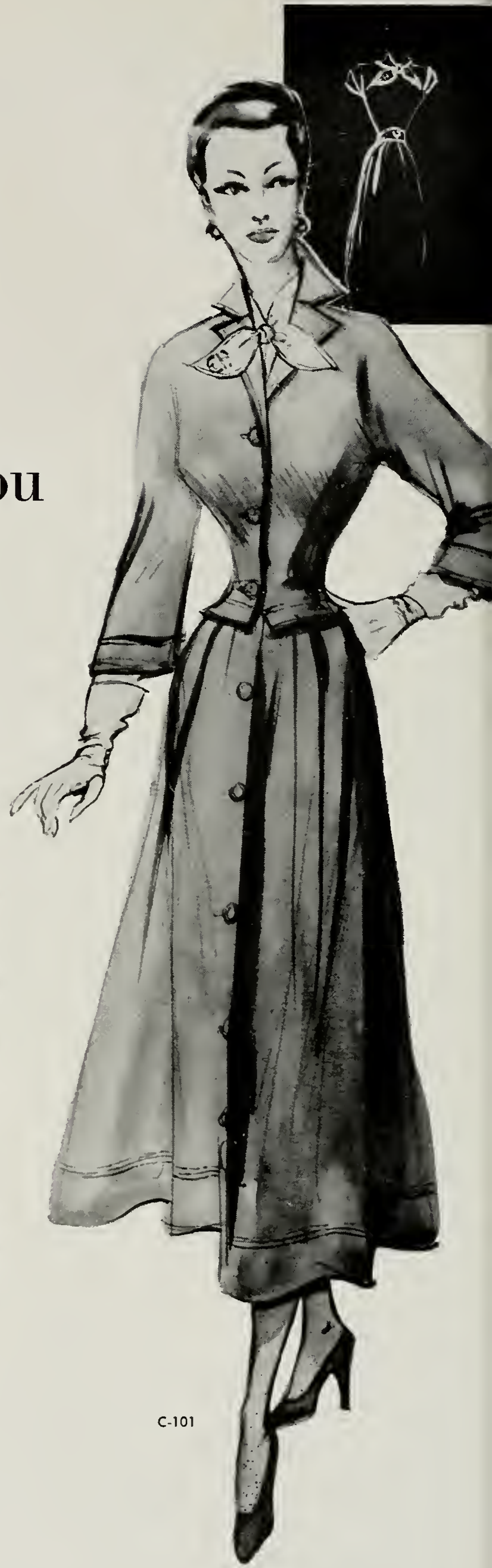
creates California clothes

PATTERNED for You

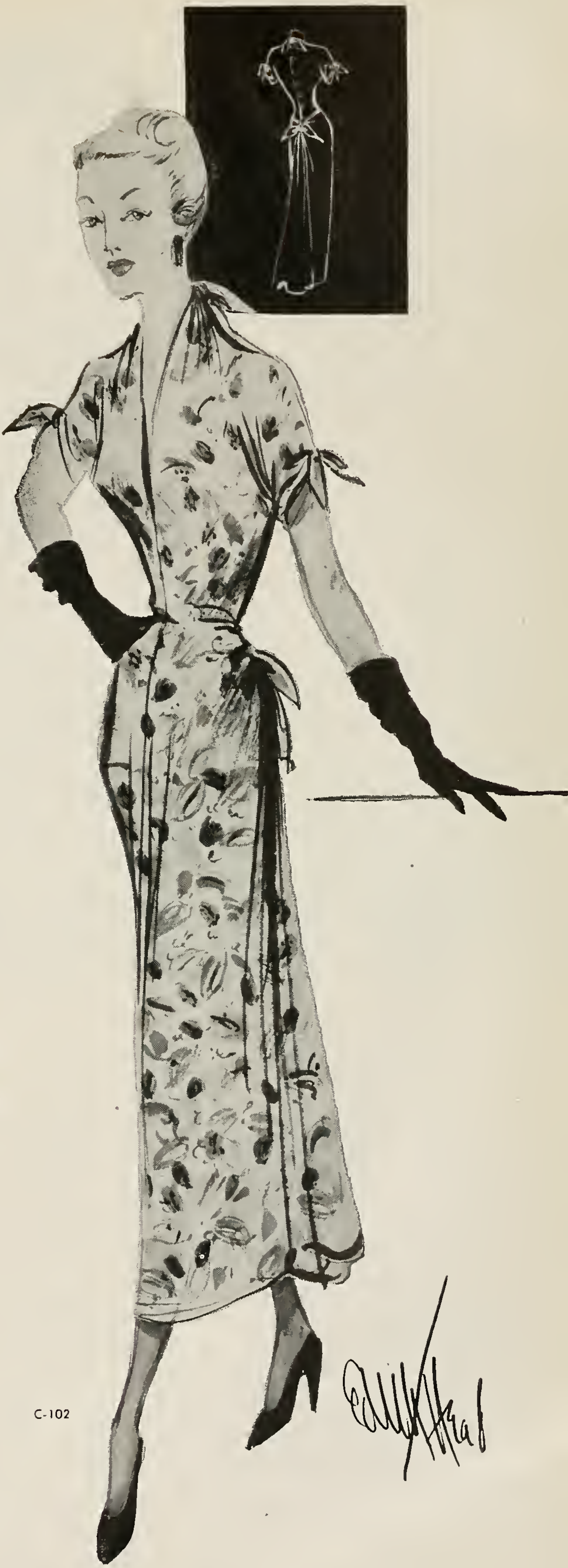
What if you can't have a needle threaded with sunbeams . . . the California spirit will be sewn into every seam if you make these new spring fancies created for The Californian and you by Edith Head, Paramount studio's famous designer.

With this issue, we bring you the first of a series of exclusive patterns for clothes with all the zestful feeling of the West. Watch for studio designers' own ideas about playclothes . . evening gowns . . sportswear!

Edith Head, who fashioned these spring ideas, is the first woman to achieve distinction as chief designer for a major studio. She believes 1948 will bring "an elegance, a charming softness" to your wardrobe . . . that the most desirable colors will be the warm golden tones of yellow, amber, topaz, rosy beige, cherry . . . and flesh tones nude to sunburn. A staunch advocate for sanity in clothes, Miss Head's views are ours . . . her designs are patterned for you, to make!



C-101



C-102

Edith Head says . . . greet the spring with a new suit, a pure silk dress . . . wear them confidently all season! Opposite, wear-lovely in Cohama "Request", sheerest wool in rainbow colors . . . Modes Royale Pattern C-101; and at right, the pure Silk Cohama print in a bow-tie dress, a beau-catcher as a studio designer sees it: Modes Royale Pattern C-102. Both so easy to make . . . ask for customized patterns made exclusively for The Californian; $2 at better stores.

Write The Californian for list of stores where these fabrics and patterns are available.

BALANCE

you can lose weight intelligently . . feel fit and trim if you follow this tested plan

by Edna Charlton

Now that we're well into a new year . . Leap Year . . the year of "ladies' choice," take a good, long, serious look at yourself in a full-length mirror. Are you completely satisfied with the shape you're in?

If you're overweight this is a wonderful time to do something about it. But before you do anything drastic, go to your doctor for a thorough physical check-up. He will be able to tell you if your overweight is the result of poorly functioning glands, or if it's just the result of eating unwisely and too well.

If it turns out that you're in perfect health, but with a propensity for a bulge where your midriff should be, then look into the possibility of a series of exercises for whatever area you want to improve.

The next thing to consider is the intake of food you actually need for your type of work, and in proportion to your particular bone structure. Most of us in the good ol' USA could get along with considerably less food. The body requires and burns up just so many units of heat . . called calories. Here is a convenient table for computing your caloric requirements . . providing, of course, that you want to maintain that "well-fed look." And let us stress this point again: Your "ideal weight" no doubt will vary up or down from this table . . it's merely an average.

HOW TO COUNT CALORIES:

First: *Determine your ideal weight*

1. Measure your exact height without shoes.
2. Multiply number of inches over 5 feet by 5½.
3. Add 110.

Example: If you are 5 feet 5 inches:

$$
\begin{array}{r}
5 \times 5\tfrac{1}{2} = 27\tfrac{1}{2} \\
110 \\
\hline
\text{Ideal weight } 137\tfrac{1}{2}
\end{array}
$$

4. If you are under 5 feet, multiply number of inches under 5 feet by 5½ and subtract from 110. (This applies to adults only.)

Second: *Determine the number of calories you need to maintain your ideal weight.*

Daily Caloric Requirements for Normal Individuals:

	Per Pound Per Day
Infants	40-50 Calories
Growing Children	30-40 Calories
Adults	15-20 Calories

YOUR DIET FOR BEAUTY

THE SEVEN-DAY DIET

CHOOSE ONE FROM EACH GROUP

		CALORIES
HAVE A GOOD BREAKFAST	Medium orange, ½ grapefruit	50
	Cup tomato juice, fresh peach	
	½ cup strawberries, ½ cantaloupe	
and	2 large fresh eggs	300
	1 egg, poached	
	2 slices crisp bacon	
	2 thin slices buttered toast	
	Or	
	1 cup cooked oatmeal, or cornflakes	250
	½ cup whole milk, 1 teaspoon sugar	
	Or	
	1 plain waffle	250
	1 tablespoon maple syrup	
with	Cup of black coffee	9
	Second cup of black coffee	9
		300 to 370 Calories
BREEZE THROUGH LUNCH on	Fresh tomato on lettuce	100
	1 slice whole wheat toast	
	Or	
	1 cup of canned bouillon	100
	3 soda crackers	
	Or	
	½ fresh peach with cottage cheese	100
	1 slice Zweibach	
	Or	
	raw carrot and apple salad	100
	1 slice Zweibach	
	Or	
	5 stalks canned asparagus on	
	1 slice whole wheat toast	
with	1 glass skimmed milk	85
		185 Calories

		CALORIES
ENJOY YOUR DINNER Soup	Fruit cup	100
	Vegetable soup, cup	
	Chicken noodle soup, cup	
	Tomato soup, cup	
Salad	Carrot with raisin	100
	Orange with thin slice avocado	
	Cabbage slaw with pineapple	
	Lettuce with French dressing	
	Tomato with cottage cheese	
	Plain gelatin	
Entree	Chicken, small slice	100
	Turkey, small slice	
	Halibut, small slice, broiled	
	Hamburger steak, medium size	
	Beef roast, small slice	
	Lamb roast or broiled chop	
	Veal chop, broiled	
with	Potato, small white, mashed or baked	100
	1 slice bread and butter	
and	Vegetables, average servings	
	Asparagus or broccoli	20
	Cauliflower, spinach, tomatoes	
	Summer squash	
	Carrots, artichokes, string beans	30
	Beets, brussels sprouts	45
	Cabbage, Hubbard squash	
	Corn, one ear fresh	50
Dessert	Peach, fresh sliced	50
	Pears, 2 halves, canned	
	Pineapple, 1 slice	
	Dates, 2 large dried	
	Berries, ½ cup	
	Strawberries, blackberries	
	Cookies—1 macaroon or oatmeal	
and	Coffee, black	9
	Tea, black, plain	0
		500 Calories

TOTAL: Approximately 1050 Calories per day

Third: *Multiply your ideal weight by the number of calories needed per pound per day.*

Example: You are 5 feet 5½ inches tall. Your ideal weight is 137½ pounds. You now weigh 165 pounds. Multiply 137½ by 15 calories and the result, 2062½, is the number of calories per day you need to maintain your ideal weight.

If your problem is reducing, subtract 500 to 1000 calories per day from the number required to maintain your ideal weight. 1000 calories are equal to approximately 4 ounces of fat. Eating 1000 calories less each day than your ideal weight requirement means that you should reduce 4 ounces a day, or approximately 8 pounds per month.

Illustrated above is The Californian's famous Seven Day Diet, reprinted because of hundreds of requests. If your caloric allowance should figure to be more than the 1050 suggested, you may add something from one or another group, but always bear in mind that there must be a happy balance between green vegetables and the starches that put on the pounds!

AVOID

Fats, such as fat on meat, bacon (unless fried crisp and dry), sausages, olives, cream, gravy, cream sauces and soups, oil dressings, mayonnaise, fried food, potato chips, nuts.

Concentrated sweets and starches . . ice cream, sherbets, gelatin, candy, pastries, macaroni, dumplings, soda fountain drinks, alcoholic beverages and dried fruits.

FOOD FOR THE GODS • FOOD FOR THE GODS • FOOD FOR THE GODS • FOOD FOR THE GODS • FOOD FOR THE GOD

CALIFORNIA COOKS

BY HELEN EVANS BROWN

Food for the Gods is a phrase that has garnished many a dish from anchovy fritters to Aunt Lulu Belle's lemon chiffon pie . . but it's the walnut that has held the title the longest. 'Way back when Jupiter was the boss of the gods and ruled them sternly with a handful of thunderbolts, the walnut was served only to the deities. Our mortal ancestors, poor dears, had to nibble acorns. Thus the scientific name, *jugandacea*, meant "nut for Jupiter." Later the gods having been dethroned, the walnuts came down to earth and wandered from Persia, to Athens, to Gaul. The last stop was such a long one that they became "Gaul nuts" . . hence their present name. Get it? When they continued their peregrinations, they went to England where they took on a new nationality. Thus it was the English walnut that finally ended its generations of wandering and settled in California. It, too, prefers the climate of the Southland, and so prolific has it become that it is only fitting and proper that it now be known as the California walnut.

Walnut cookery started out with a couple of strikes against it, at least as far as present day gourmets were concerned. First there was that fad of nut cookery . . a cuisine that was enough to make any gastronome shudder, and then there was the tea shoppe type. Both these schools took unfair advantage of the walnut: One making it masquerade as meat by dubbing it a "loaf", a "turkey", or even a "steak". The other used the walnut as a garnish for nasty little dabs of whipped cream . . dabs which adorned everything from soup to salad. That the walnut overcame these obstacles and became a necessary in every epicure's kitchen is proof enough of its merit.

Walnuts have a definite place in the cooking of vegetables, or in their garnishing. Slice them in rather thin pieces, toss them in a little hot butter, and pour them over cooked string beans. Or chop the nuts fine, add them, along with an equal amount of toasted bread crumbs, to melted butter, and use as a sauce for cauliflower, or asparagus, or broccoli. Sprinkle them over the top of candied yams or mix them, minced small, in a dish of buttered noodles.

ONIONS WITH WALNUTS

Parboil eight fairly large onions until they can be pierced easily with a fork. Drain and cool the onions and scoop out part of the insides, leaving a shell about a half inch thick. Chop the insides and mix them with a half cup of melted butter, a quarter cup of bread crumbs and salt and pepper to taste. (And do taste.) Fill the onion shells, arrange in a baking dish, and pour over a can of diluted mushroom soup *walnut is king of your kitchen when you flavor good foods*

or two cups of thin cream sauce. Top each onion with a mushroom or a walnut half or, if you prefer, sprinkle with grated cheese or buttered crumbs and bake at 350 degrees until the onions are piping hot and the top brown. This dish is hearty enough to be the mainstay of a meal, but if you must have meat try it with sausage or crisp bacon. Cornbread is just right as the starchy part of the meal and spinach or broccoli would be good for the other vegetable. Start the meal with borscht, if you wish, and end it with apple Brown Betty.

If you take your dinner wines seriously you'll limit your pre-prandial drink to a dry sherry, or perhaps an aperitif of Dubonnet or Byrrh. If such is the case, highly seasoned appetizers would soon kill the delicate flavor of the wine so the wise hostess serves salted walnuts. That and nothing more!

Tea sandwiches can be things of horror or they can be so delectable that men, instead of sneering at them, will wolf them by the dozen. Try these on the scoffers and give them some Jamacia rum with which to lace their tea. You'll find them suggesting a tea party.

WALNUT BREAD BLOCKS

Cut fresh bread in cubes about an inch and a quarter square. Butter on all sides with creamed butter, then roll in finely chopped walnuts that have been crisped in the oven. Put these "sandwiches" in the refrigerator until serving time.

Another wondrous accompaniment for tea is:

WALNUT RUM TOAST

Mix together a quarter cup of butter, a half cup of confectioner's sugar, two tablespoons of Jamaica rum and a half cup of ground walnuts. Toast strips of bread on one side, spread the mixture on the other side, then slip under the broiler until bubbly and brown.

Another sandwich, one for lunch boxes, rather than tea trays, is a

CALIFORNIAN SANDWICH

Mix together a pound of old cheddar cheese which has been grated, a half cup of stale beer, a bunch of green onions, chopped, and a quarter of a cup of butter and a cup of ground California walnuts. Spread on rye or white bread. This spread will keep for a long time in the refrigerator.

For a dessert that is well worth the last minute preparation it requires, try

FRESNO FRITTERS

Soak large California prunes in sherry wine for three hours, remove pits and fill the cavities with pieces of walnut meats. Press together firmly, dip in fritter batter and fry in deep fat at 375 degrees until brown. Serve sprinkled with confectioner's sugar. For the fritter batter add an egg yolk to three-quarters of a cup of milk, then beat in a cup of flour, a tablespoon of sugar, and a teaspoon of salt. Mix well, then add the white of the egg, beaten stiff.

Here's a dish that may be as expensive or as economical as you please. It all depends on whether you make it with sweetbreads or with brains. It's easy to make but not easy to name. I'll call it

A LUNCHEON DISH

Parboil sweetbreads or brains in acidulated water. Plunge into cold water and clean, removing membranes. Cut into pieces about the size of a large egg, dry, then dip in seasoned beaten egg (an eighth teaspoon of salt and a grinding of fresh pepper to each egg), then finely chopped walnuts. Allow to dry, then dip again in the seasoned egg, then in cracker crumbs. Fry at 380 degrees in deep fat. When a gorgeous brown drain and serve with this quick sauce:

BROWN SAUCE

Reduce a can of consomme one-half, then thicken with a tablespoon of butter and one of flour, rubbed together. Add a tablespoon of tomato puree, two tablespoons of sherry wine and a halfteaspoon of lemon juice. Cook and stir until smooth, then add two teaspoons of finely minced parsley.

The Chinese, of whom there are a great many in California, do as wonderful things with walnuts as with everything they cook.

CHINESE SHRIMPS WITH WALNUTS

You'll need two pounds of green shrimps for this, and a half pound of walnut halves. Cover the shrimps with water, add an herb bouquet and a tablespoon of vinegar, and cook until the shells turn a bright pink. (I think their blushes are justified, for I don't know anything that's smellier when cooking.) Cool the shrimps and remove the shells and black vein, but be sure to save the liquor in which they were cooked. Now for the walnuts. They have to be blanched and the only easy way to do that is to put them in a hot oven (450 degrees) for five minutes. This will parch the skins enough so that they can be brushed off quite readily. A new tooth brush or a stiff pastry brush will help. The walnuts, free of their dark inner skins, are now ready to be cooked in deep fat (350 degrees) for one minute, then drain and kept hot until ready to add to the sauce. That is made by heating two cups of the shrimp stock, then adding three tablespoons of corn starch mixed with three tablespoons of cold water, four tablespoons of soy sauce, two teaspoons of Mei Yen powder and cooking until the sauce thickens and clears. Taste for seasoning and add salt if necessary. Add the peeled cleaned shrimp to the sauce, cook for three minutes, then add the hot walnuts. Serve at once with dry boiled rice. (This dish may be varied with the addition of slivers of green pepper and/or green onions. Add them with the walnuts for they should not be cooked . . merely heated through). For a vegetable serve Chinese peas if you can find them, otherwise asparagus which has been coarsely chopped and cooked just long enough to lose its raw taste. If you want your entire meal to have an Oriental touch, start off with a rich chicken broth in which you've heated a few leaves of water cress. Serve the tea during the entire meal and for dessert present kumquats and preserved ginger. (If that's just too, too exotic serve vanilla ice cream topped with chopped preserved ginger).

"Just add walnuts" is the slogan of the California Walnut Growers Association, a slogan you might well heed if whatever you're cooking seems dull. Add them to any cake batter, to any frosting. Sprinkle them on top of your baking powder coffee cake or decorate your cookies with them. Put a few in the cavities of baked apples or spread them over the filling of your apple pie before you put on the crust. Add them to the stuffing for turkey or chicken, or scatter a few over the top of chicken salad. Mix them, along with sauteed chicken livers, into boiled rice for an entrancing entree, or roll croquette mixture . . any croquette mixture . . in them before frying. Make biscuit dough using your favorite baking powder recipe, roll it a quarter-inch thick, spread it with softened butter, then sprinkle thickly with brown sugar and then with broken walnut meats. Roll as for a jelly roll, then cut in inch-and-a-half pieces. Bake until brown on top and oozing a wonderful rich syrup. Add walnuts to wild rice, or to brown rice for that matter, and make a Lenten dish of macaroni and cheese with walnuts mixed into the sauce.

If you're slimming, you can't do it on walnuts, worse luck. They're as full of calories as a chocolate malt. Who was it who said that the good things of life were always either "immoral, illegal or fattening?"

Silent Screen Star Finds New Career In Nurtured Hobby

Mae Marsh . . the painter . . at work on a California seascape

A promising painter . . her canvases have a Gaugin-like vividness . . she is Mae Marsh . . star of the silent screen . . who is remembered best by her dramatic roles in "Birth of a Nation" and "Over the Hill." As Mrs. Louis Lee Arms, the one time idol of millions lives quietly in a flower-surrounded seashore house at Hermosa Beach and devotes every free moment to her hobby.

Her two younger children, Brewster, 21 and Marguerite, 17, whose zone of memory does not encompass their mother's screen career, are intrigued by her painting . . as is her older daughter, Meri (Mrs. Stanton) Swafford. But their mother does not need the spirited press-agentry of her three children to advance her paintings . . her work has elicited much favorable comment from critics and is being enthusiastically collected by art patrons.

Her favorite subjects, until lately, have been land and seascapes, but her newest theme is birds. "Flamingo," pictured here, is an interesting representation of the tropical bird and shows to advantage Miss Marsh's distinctive technique. Her style is individual and vigorous, characterized by sweeping brush strokes and bold effective use of brilliant color. Miss Marsh has no particular favorite among the noted painters and confesses that she hasn't studied them too closely because she is afraid she might copy their technique.

The Mae Marsh you remember . . the 1931 star in "Over the Hill."

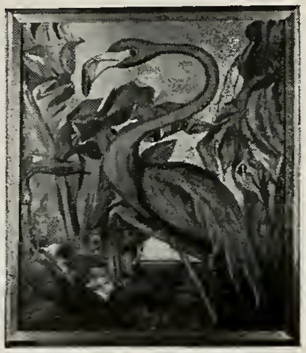
"Whatever may be the faults of my so-called art," she says, "at least I know it's my own particular brand of daubing."

Hermosa Beach sees no fault in her work, and the city library there proudly conducted an exhibition of her paintings recently. A number of them were sold to the viewers. She commented that several canvases had been purchased by members of the Laguna Beach art colony: "A slight case of carrying coals to Newcastle, wouldn't you say?"

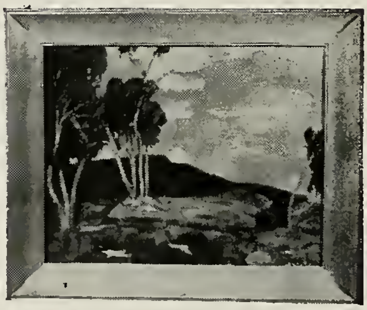
In the days of her renown as an actress, Miss Marsh's close friend was Anita Loos. "Anita always was embarking on a new project of some kind and always swept me right along with her. For brief intervals we would study sculpture, music, painting, weaving and so on. Most of these activities soon would be abandoned, but somehow a tag-end interest in oil painting stayed with me, and when I had the opportunity I began to study seriously."

Miss Marsh's teachers have included such prominent artists as George Flow-

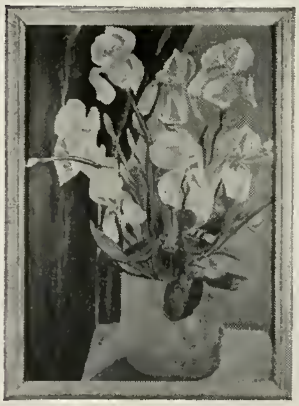
(Continued on page 56)



"Flamingo" . . study in oil



Her "Pastoral" scene



"Iris" that bloom

Mae Marsh . . still a Hollywood personality to the film fan . . has made her Hermosa Beach home a studio for her painting

By any other name it tastes as good

Would you say that a Brassica Campestris is a new kind of foundation garment? Well, it isn't. It's a turnip.

Many of our common fruits and vegetables possess impressive botanical names and somewhat astonishing lineage. Below are ten popular food items with their Latin titles and a clue or two as to their identity. How many can you classify without consulting the answers?

1. LYCOPERSICUM ESCULENTUM—A plant, the fruit of which is almost indispensable to modern meal planning. It is eaten stewed, fried, raw and in salads and other combinations. Native to South America, it was brought to Europe in the sixteenth century. Contains vitamins A, B, C and G.

2. SOLANUM TUBEROSUM—A plant, the tuberous root of which is a valued staple food in most countries and is used baked, boiled, creamed, and in soups and stews. Contains vitamins A, B, C and G.

3. AGARICUS CAMPESTRIS — Edible fungi. It is considered a great delicacy by most people and is indispensable to "Steak and . . .". The natives of Tierra del Fuego subsist almost entirely on its tender meatiness. Contains vitamins A, B and C.

4. CUCURBITA PEPO—A vinelike plant, fruit of which is traditional for American holiday cookery . . especially pies. Native of Astrakan. Contains vitamins A, B, C and G.

5. ALLIUM SATIVUM—A plant, the root of which is greatly valued here and in Europe as a flavoring agent. Gives zest to meats, soups, stews, dressings and sauces. Native of southern Europe.

6. DIOSPYRUS VIRGINIANA—A tree bearing luscious and highly nutritious fruit. During the autumn and winter months, it is much in demand for decoration as well as for eating. Native of southern United States. Contains vitamins A, B and C.

7. CITRUS AURANTIUM—A tree bearing succulent fruit, its popularity is world-wide. Nell Gwynn was said to have begun her career as a seller of these. Tree is supposedly a native of India and China. Contains vitamins A, B, C and G.

8. ZEA MAYS—A plant. Cultivated for its seed, it is relished as a food and is the base of many useful products. Native of North America. Contains vitamins A, B and G.

9. HIBISCUS ESCULENTUS—A plant. Its seeds and seed-pods are popular for soups and pickling, particularly in the southern United States and the West Indies. Contains vitamins A and B.

10. PERSEA GRATISSIMA—A tree. It bears a meaty fruit with a delicate flavor. Very popular for use in salads. They say you must "cultivate" a taste for these. Native of the West Indies. Contains vitamins A, B, C and G.

ANSWERS

1.	Tomato	6.	Persimmon
2.	Potato	7.	Orange
3.	Mushroom	8.	Corn
4.	Pumpkin	9.	Okra
5.	Garlic	10.	Avocado

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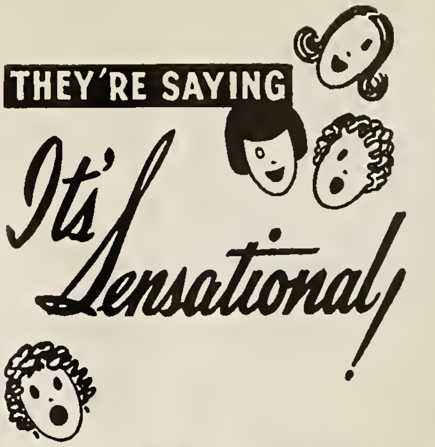

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Mae Marsh In New Career

(Continued from page 54)

ers and Norman Chamberlain, both of whom told her they would prefer only to instruct her in basic techniques and let her develop talent without interference.

One of the actress-painter's latest film roles is in "Bob, Son of Battle," and prior to that she enacted a part in "My Darling Clementine."

"We went out on location for both of those pictures, and that gave me a wonderful opportunity to work on a few landscapes. 'Clementine' was shot in Monument Valley, Utah, where the wind blew constantly, whipping the red dust into my oil paints. I got some very interesting color effects as a result."

Her eyes still are the sparkling sapphire blue that has enchanted moviegoers since 1918 when she starred in "Polly of the Circus," the first picture made by Samuel Goldwyn. Her lovely ash blonde hair is only slightly touched with gray, and her slender figure carries the same measurements as it did 25 years ago.

"I'm a grandmother now," she said proudly. "and I hope I'm on my way to becoming a painter. What more can anyone ask?"

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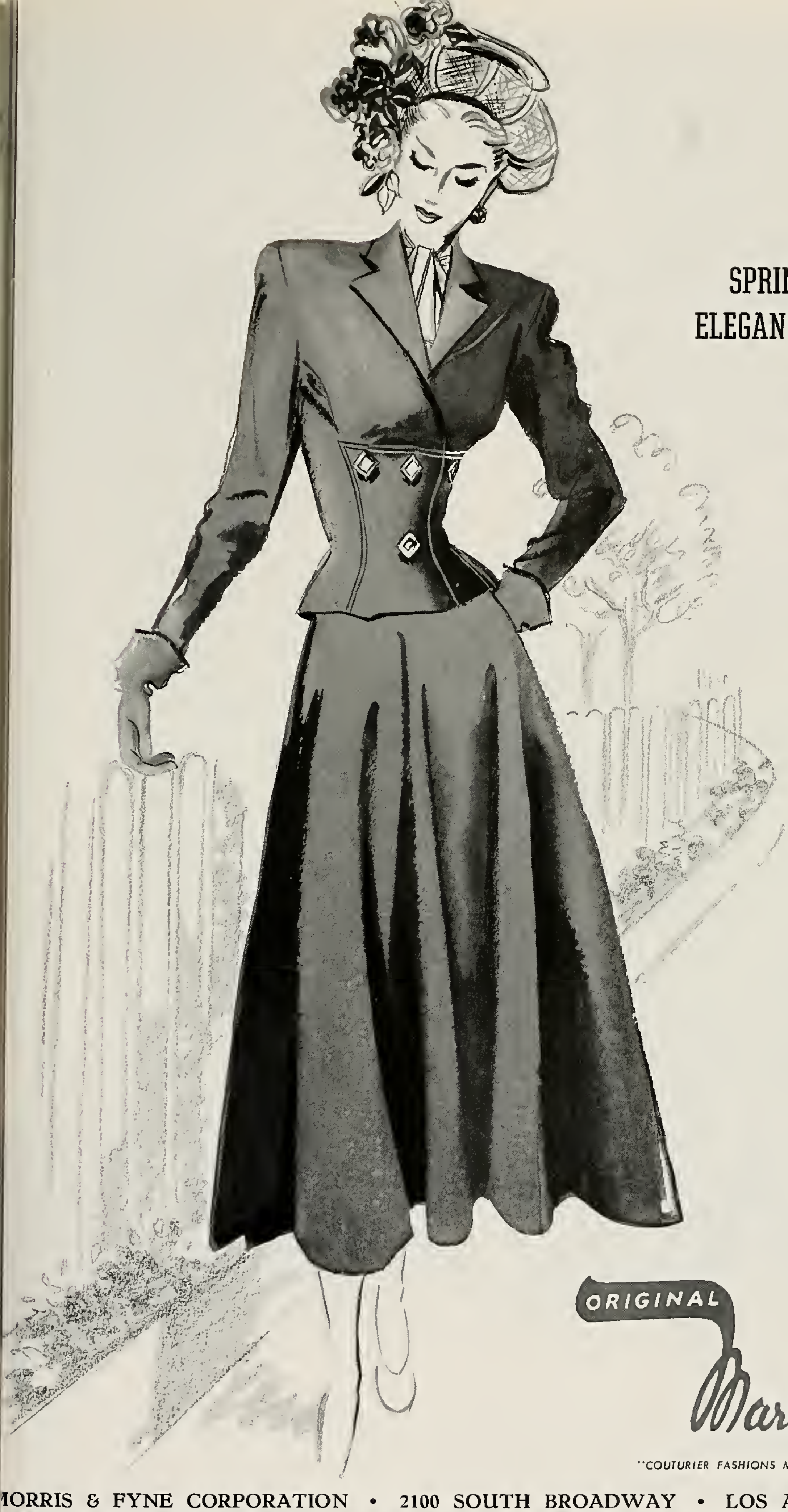

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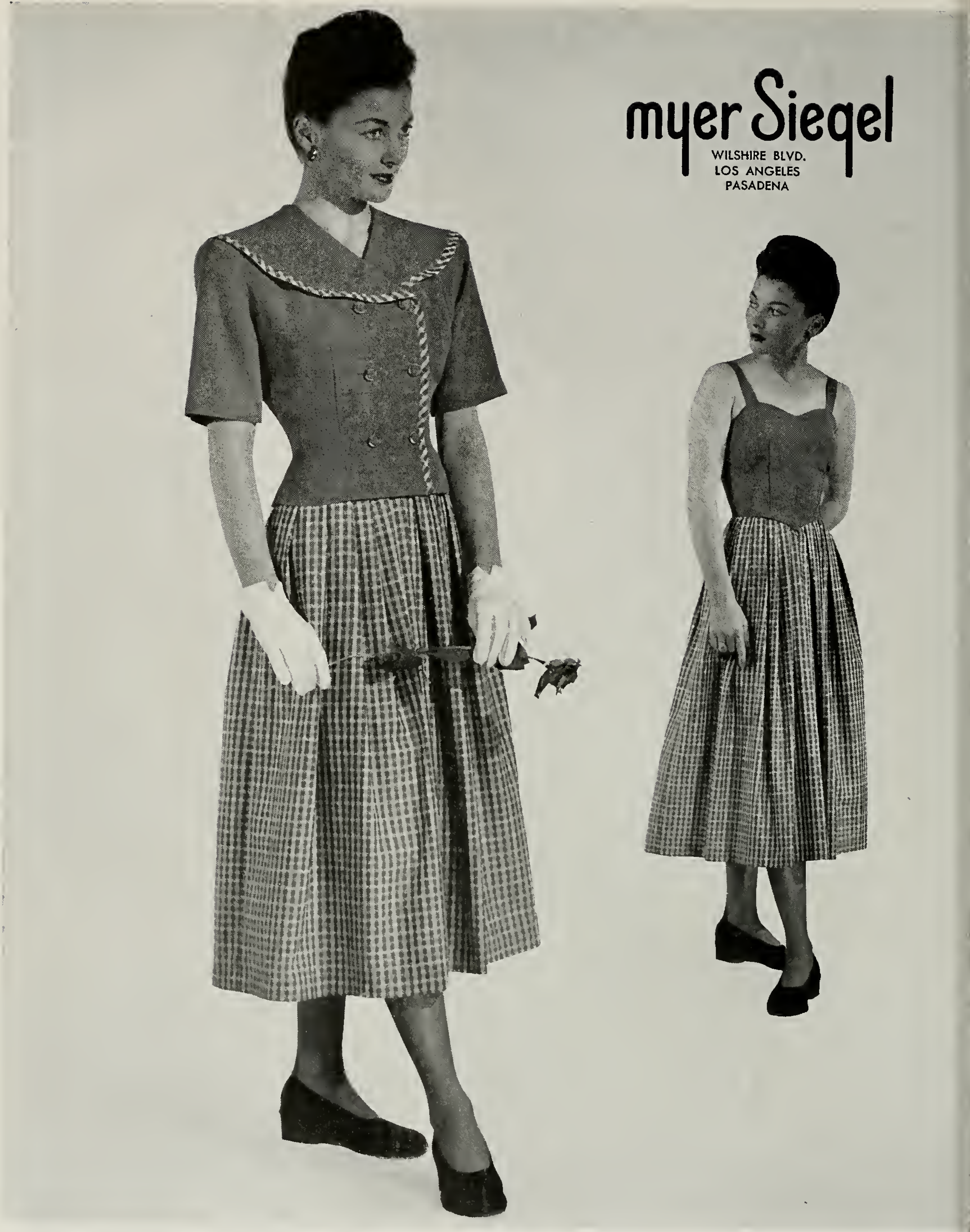

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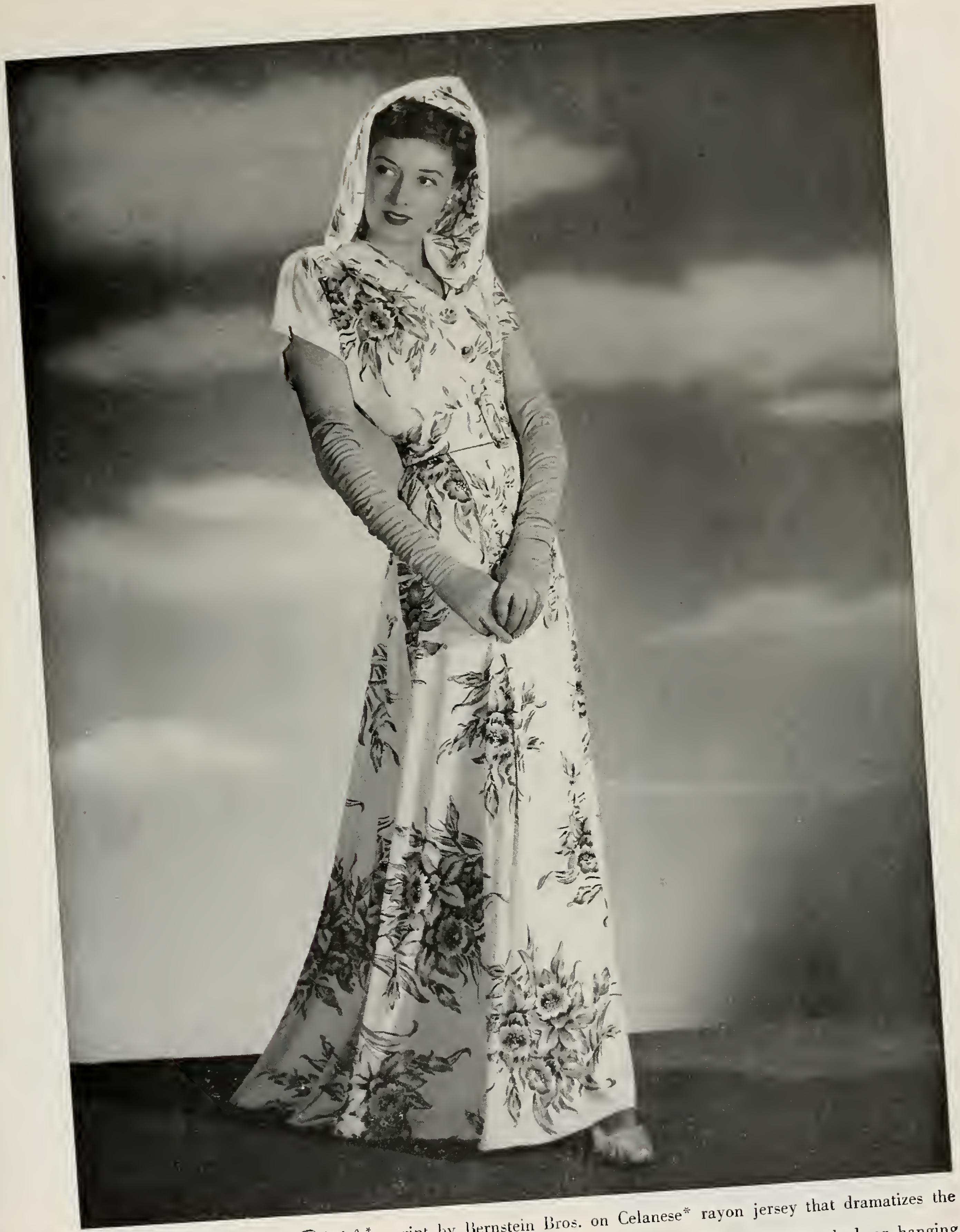

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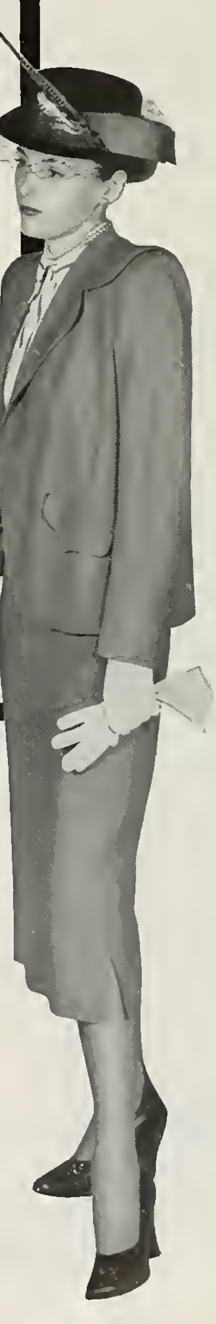

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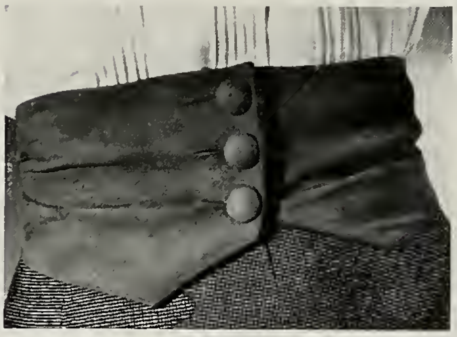

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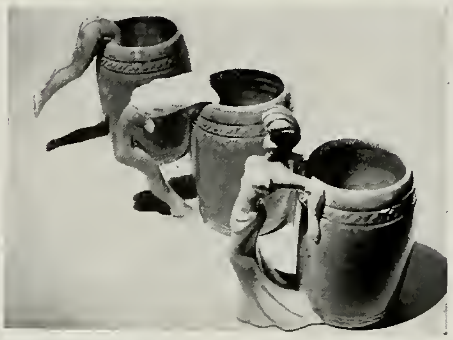

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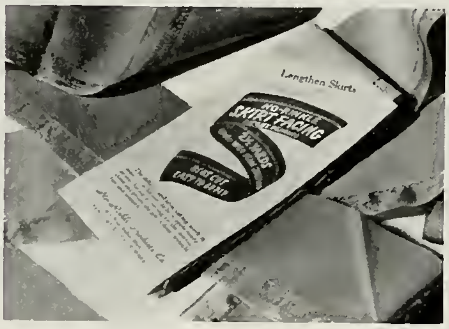

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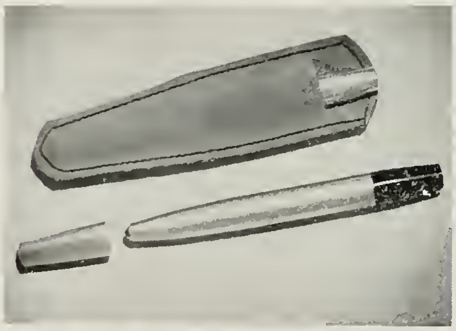

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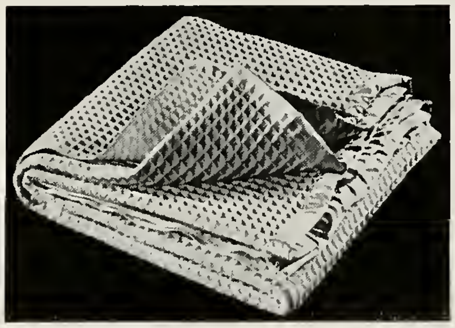

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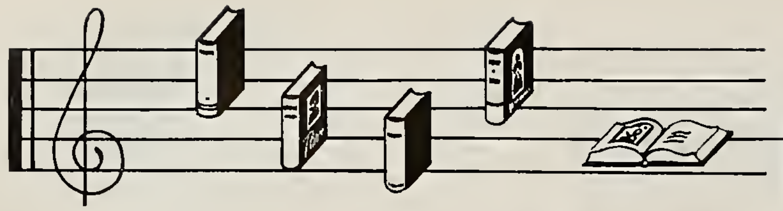

BOOKS and MUSIC

SAN FRANCISCO STORY PRESENTS NEW SLANT

by hazel allen pulling

A journalist's love for the unusual and his adeptness in searching it out are apparent in William Martin Camp's latest book, *San Francisco, Port of Gold* (Seaport Series. Doubleday. 518p. $5). This account of "storied San Francisco" is not an oft-told tale refurbished for veterans of Californiana; it is a new picture of the city whose every facet we thought had long since been explored, and one that will appeal to the new as well as to the old student of California lore.

Presented with all the verve and color of an exciting discovery, *San Francisco, Port of Gold* is the story of the city's waterfront, the part of San Francisco most replete with historical overtones, most significant for the number and variety of its offerings to the life and development of the state. It is an impressive tale which spans the period from the landing of gold-searching emigrants to the fashioning of 1947 maritime strikes. Between the two eras thus represented, much of the force behind California's development stemmed from San Francisco's waterfront business men, ship owners, stragglers, and transient seamen. The story of their lives and activities, their visions and hard-headed bargains, makes up the text of the book. Its telling, based on sound historical research and economic analysis, is that of the building of a seaport of international importance, a port city whose fortunes and misfortunes are reflected in lands throughout the world. *San Francisco, Port of Gold* is an item of Californiana that commands a place in the most discriminating of libraries.

THE MISSION STORY

Fresh and inviting is the recent retelling of California's mission story by John A. Berger. *Franciscan Missions of California* (Doubleday, 1948, 392p. $3.75), unlike earlier mission accounts, is designed for the general reader, for the traveler who seeks to trace again the building of the great chain of mission establishments from San Diego to Mission Solano in the north. It is a warmly personal account that, under the hands of its able historian-author, assumes a newness and a vigor that give life to a long-dead age.

Sociological in approach, this account is more than a factual analysis of founding dates and religious conversions; it is an interpretation of a great social experiment which, though it failed in its purpose, has given California a rich, romantic heritage. Its values and contributions underlie much that is truly California today. To know California is to know her mission past: Berger's book is one of the best on the subject.

POEM PICTURE

California is not only a compound of rich, romantic past and sure, successful present, however well interpreted in books. She has a meaning that is caught only in the expressive lines of poem and picture. One such expressive poem and picture interpretation of California is Edythe Hope Genée's *Brief Aprils,* illustrated by Don Blanding (Dodd Mead, 1947. 142p. $2.50).

In this delightful collection, sights and sounds, winds and starry skies take one breathtakingly to desert, mountain top, or other favored spot. Not all are Californian, but you will be charmed by the sheer beauty of each word and line imagery; and you will find California itself uniquely reflected in such poems as Signpost, Wind Harps, Desert Dusk, and Ghost Towns. It is a collection one will treasure always.

BEST SELLERS

FICTION LEADERS:

"House Divided," by Williams

"East Side, West Side," by Davenport

"Came a Cavalier," by Keyes

"Raintree Country," by Lockridge

NONFICTION LEADERS:

"Inside U.S.A.," by Gunther

"Peace of Mind," by Liebman

"Speaking Frankly," by Byrnes

"The American Past," by Butterfield

BRITISH RECORDINGS SHOW REAL SKILL

by frances anderson

There's so much available in new records of every description these days that you'd almost never know there's a Petrillo. Of course, by now a few things are apparent . . some of the last-minute efforts to beat the ban suffer a little in the technical department, so that you have to pick and choose a mite more carefully than in days of yore. It was inevitable that speed would necessitate some sacrifice of quality.

Then, too, if you haven't noticed it, imports have come up. The British, in particular, are leaping to the breech. On serious music, they have for at least a year demonstrated superlative recording skill, notably on the Decca London releases.

And the enterprising London Records offer you a flow of fresh new jazz and English personalities. You'll hear quite a bit more strings than you're accustomed to in the local product, but the recordings of Ambrose and his renowned orchestra are as worth your while as ever. And Beryl Davis, waxing on her native heath, gains in mellowness through careful British sound engineering.

From the newer releases:

SERIOUS MUSIC

MOZART—"Eine Kleine Nachtmusik," by Sir Thomas Beecham and the London Philharmonic Orchestra. This eminently lovable music is presented with impeccable care and a high sheen. Victor. BEETHOVEN—Symphony No 3 ("Eroica") recorded on vinylite by Serge Koussevitzky and the Boston Symphony Orchestra. There are plenty of versions of this popular and truly noble work available, but this new one is a triumph nevertheless, if only as a demonstration of Koussevitzky's domination of his instrument . . an orchestra completely integrated. Victor.

HOLST—"The Perfect Fool"—Ballet Music, Malcolm Sargent and the London Philharmonic. If you know only the Holst of the solemn, prodigious and atmospheric "Planets," you'll be captivated by this witty and delightful work, gorgeously recorded both musically and technically. Decca London.

SEMI-CLASSICAL: "Sabre Dance" from Khatchaturian's "Gayne Suite" and "Bohemian Polka," from Weinberger's "Schwanda," presented by Macklin Marrow and the MGM Orchestra. Although both works categorically come under the heading of serious music, this popular condensation, particularly of the Sabre Dance, is evidently aimed at the masses. MGM.

POPULAR MUSIC

Albums are tricky stuff in this department. The first Glenn Miller Memorial Album creamed the crop, for instance, and Victor's follow-up, while extremely popular and a worthy tribute to the late Capt. Miller, is not in the class with Album No. 1, primarily because the first one got the best numbers. On the other hand, the King Cole Album No. 3 is as good as the first one which skyrocketed this distinctive trio to fame and better than the second which capitalized on quick success. It includes some swell tunes, "Too Marvelous For Words," "Makin' Whoopee," "Honeysuckle Rose," Cole's own "Rhumba Azul," and others, all perfectly suited to the trio's talents. Capitol.

Herb Jeffries, who has been around for a long, long time, but who gets better with the years, is another who knows how to choose his material. You'll find a fine assortment of same in his album, "Magenta Moods." Exclusive. Gordon MacRae sort of snuck up on us—"Ho hum, another crooner" was the reaction. But the more he waxes and the more we listen, the better we like it. His latest, "You Were Meant For Me" and "Thoughtless," is a fine example of how come. He has a rugged voice, plenty of heart, and a sort of masculine vigor too seldom heard from male songbirds. Capitol.

The Dinning Sisters do Francis Craig's successor to "Near You," a thing called "Beg Your Pardon" which is cute and not unpleasant, but scarcely in the rave classification. Reverse is the slow, blue "Melancholy" which is fine for their style. Capitol.

"Singing The Blues" comes close to being a definitive album on how blues should be done. Such names! Louis Armstrong, Jack Teagarden, Mildred Bailey, Ethel Waters. How can you miss! Victor.

Julia Lee is another who knows what to do with blues. Her latest, "King Size Papa," is a gay and rowdy shout, backed up by the standard "When You're Smiling." She's a rare personality, and her "Boy Friends" as classy a bunch of musicians as you'd care to hear. Capitol Americana.

HELEN BROWN REVIEWS:

GAY NINETIES COOK BOOK, by F. Meredith Dietz and August Dietz, Jr. The Dietz Press, $3.

As gay as its title, its Victorian type and its amusing little cuts is the text of this charming book. News events of the nineties are included to recreate the atmosphere of the period, and there is a chapter on "Parties, Balls and Calls" which makes me glad that I live in a more informal age. The book is obviously designed to arouse nostalgia among those oldsters who lived before the turn of the century, but its recipes are sure to delight anyone who likes to cook and eat. They have been selected from various cook books of the period . . both published ones and neatly penned manuscripts.

And after just a glance at the book there will be no doubt in anyone's mind that our fathers knew their food or that our mothers needed their corsets. Don't miss this cook book if you are interested in good recipes from the past . . recipes that but for the Dietzes might have been forgotten.

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TWO MILLION PEOPLE HAVE PITIED HIM

The Drunkard

for sixteen years "the drunkard" has attracted the world's tourists to a hacienda playhouse

ON THE SURFACE the idea seems incongruous: A hiss-and-cheer 1890 melodrama staged within a California hacienda. But this very incongruity may be the basis of "The Drunkard's" success . . and successful it is, this being the 16th year it has played to capacity audiences in Los Angeles. Now a Southern California institution, the play and accompanying olio have been enjoyed by an estimated two million tourists and Californians who sit in elbow-rib proximity every evening at 8:30. They drink beer, munch pretzels and take vociferous part in the activities.

The play itself is a public domain gem that has intrigued theatre-goers for almost a century: The hero, a gay, handsome and rich young blade, loses his heart to the heroine, a beautiful, pure and simple young miss who is the only child of a widowed mother. Casting a shadow across the hearts-and-flowers is the villain, complete with ill-gotten gains, stovepipe hat and Count Dracula cape. The ensuing skulkings, sighings and horseplay are followed earnestly by the spectators who bring down the house at the final curtain when virtue triumphs and the villain is hustled off to the town jail.

The cast, for the most part, is the original one. Sam Ethridge, who for 12 years played the hero, now is stage manager. Jan Duggan, the Bowery Nightingale and star of the olio, has been with the show from its inception, as has George Stuart, the master of ceremonies. Producer of the play is Mildred Ilse, who began as one of a production trio and eventually bought out her two partners.

And several of the principals have gone onward and upward in show business: Oliver Cliff, one of the play's "barfly" characters, now holds a featured spot in Katherine Cornell's stage company; Nestor Piva, a former "Drunkard" villain, is a successful motion picture character actor; and Henry Brandon, the play's original villain, has moved into the cast of the famous outdoor play, "Ramona," where he enacts the role of Alessandro.

The patio of a typical hacienda is the forecourt for this unique theatre in California

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Jan Duggan . . . Nightingale

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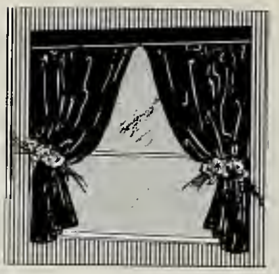
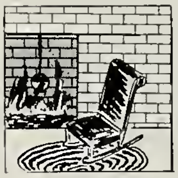
You Can Put Color In Your Kitchen



Your kitchen is your workshop. It may even be a setting for informal lunches or breakfasts. Often it becomes a sort of salon as evening guests gravitate to it during a party. So you'll want it bright and cheery and comfortable.

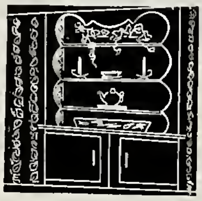
Colorful curtains at the windows, an attractive paint job and gleaming tile will help, but there are other touches possible which will make this utility room a joy to behold. All of the new and wonderful stainless steel and porcelain fixtures are a boon beyond price to busy homemakers, but they also have a tendency to suggest a precise and impersonal laboratory . . which certainly is not conducive to pleasant hours with artistic culinary productions!



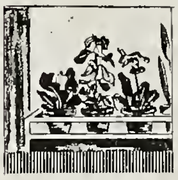
Rocker and pot

A survey of kitchens reveals increasing enthusiasm for the "homey" aspect. A pine rocker and an iron crane with pot boiling over an open fire is one way of achieving this, but it also is possible in less drastic fashion and in a way which will blend in pleasingly with your functionally designed stove, sink and storage sections.

Start at the walls. There are many attractive decorations to be found in the stores . . floral and fruit prints, tricky little homespun effects, clever stylized drawings . . all of them individually framed and matted. You might purchase a few of these. Or, much more fun, you might make your own: Buy three or four aluminum cake pans, those with the removable bottoms, they'll do double duty. Attach paste-on hangers to the backs of the bottom disks; group these above the sink or worktable and use them for a shining background for plants or flowers. To achieve this effect, buy small hanging pots or flower bowls . . the tiny glass fish-bowls are interesting . . and suspend them on small cranes in front of the disks.



Scalloped for flair



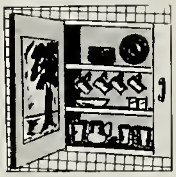
Good eating too

Now for the remaining sections of the cake pans: Cut a circle from a piece of flowered chintz or heavy cotton, centering the design. Stretch the fabric across the back of the cake pan and secure it with gummed tape. Result: Unique pictures for your kitchen wall, their style a delightful blending of provincial and contemporary design.

Here's a useful and decorative idea for your kitchen windowsill: Grow your own herbs in bright little pottery containers. Chives will grow quickly and easily and will add a fresh green touch. Sage is a lovely blue-gray color and has a piquant aroma. Mint is decorative as well as useful. Parsley is as beautiful as many ferns. And there are many other flavorsome plants that would be an addition to the decor as well as to the soup. When individual clumps become too large for the small containers they can be transplanted to the yard and new ones substituted.

Have you tried tying back your kitchen curtains with field flowers? Artificial, of course. Either an old hat or the five-and-ten might yield a harvest of daisies, forget-me-nots, primroses, violets and poppies . . tuck them into the tie-backs on your curtains. Or make child's-fist bunches of them and tack into the flounce.

And how about a bit of decoupage for the panels of your cupboard doors? This old French custom provides a gay and distinctive note for uninteresting blank spaces. Scissors, paste, and several seed catalogues or old home-and-garden magazines are the necessary materials for this operation. Cut out any brightly colored small illustrations that are appropriate . . vegetables, kitchen utensils, pottery, fruits, prepared foods. Paste them close together with an eye to color and design combinations.



Easy Decoupage

One of the most provocative kitchen conversation-pieces we've seen was made from a small step-ladder which had been painted bright blue, the predominant color in the room. The ladder stood sturdily in an otherwise uninteresting corner and supported a half-dozen colored flower pots containing geraniums and philodendron.

Touches like this make a house a home . . and a kitchen a favorite haunt for family and friends. And you'll get the biggest lift of all . . for you've had the fun of exercising your ingenuity!

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in

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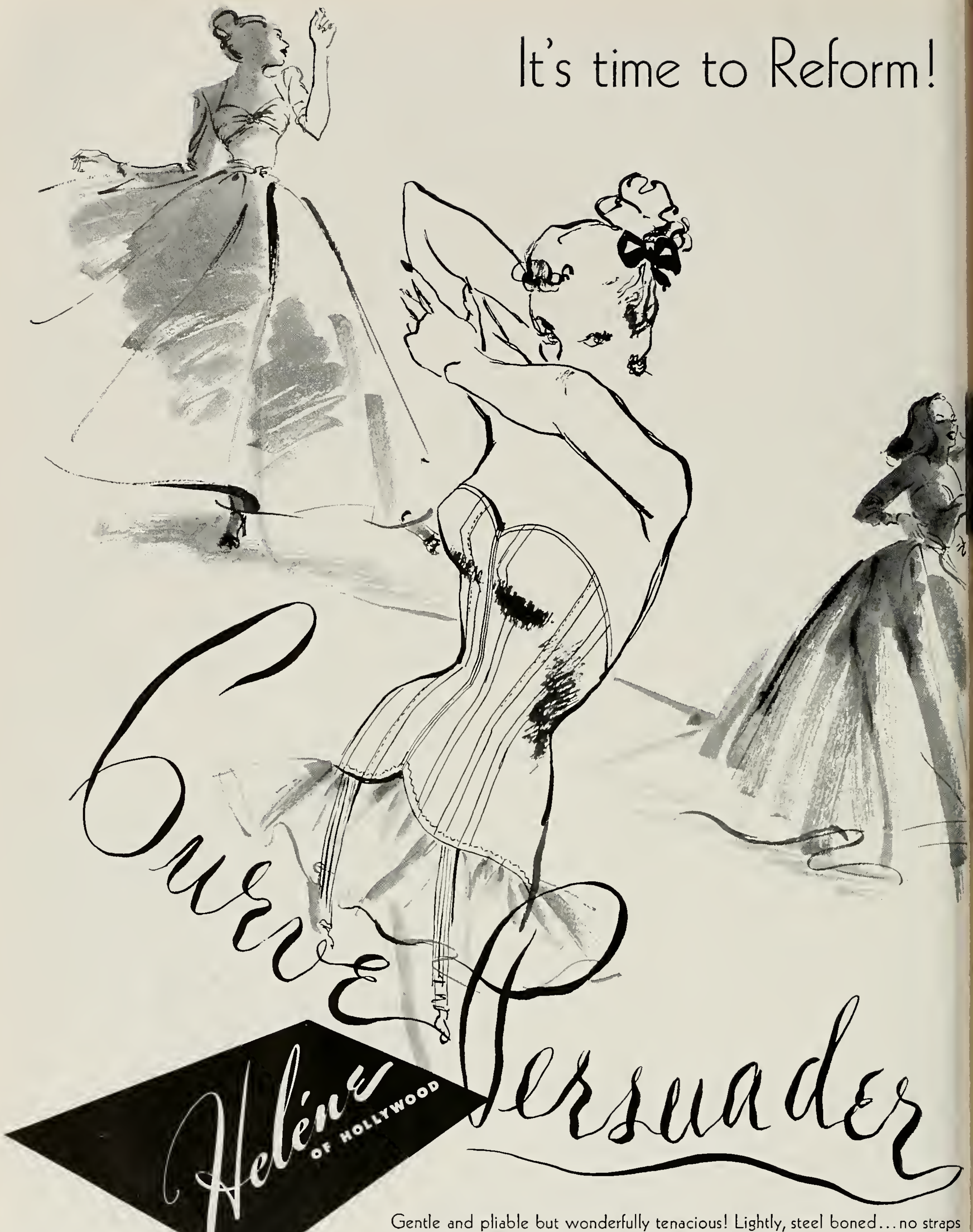

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PAUL PARRY

FOR AFTERNOON, and after! . . a sweetly romantic dress by Dorothy O'Hara, it's feathery fern print handscreened on Sierra Kool of Bemberg rayon, an original California Couturiere Authentics design by Annette Honeywell. Sizes 10 to 18, about $45 at Buffums', Long Beach; J. J. Haggarty, Los Angeles; Best's Apparel, Seattle. The kitten, "best in show," is Naida of Chalsu, a Blue Persion nicknamed "Penny".

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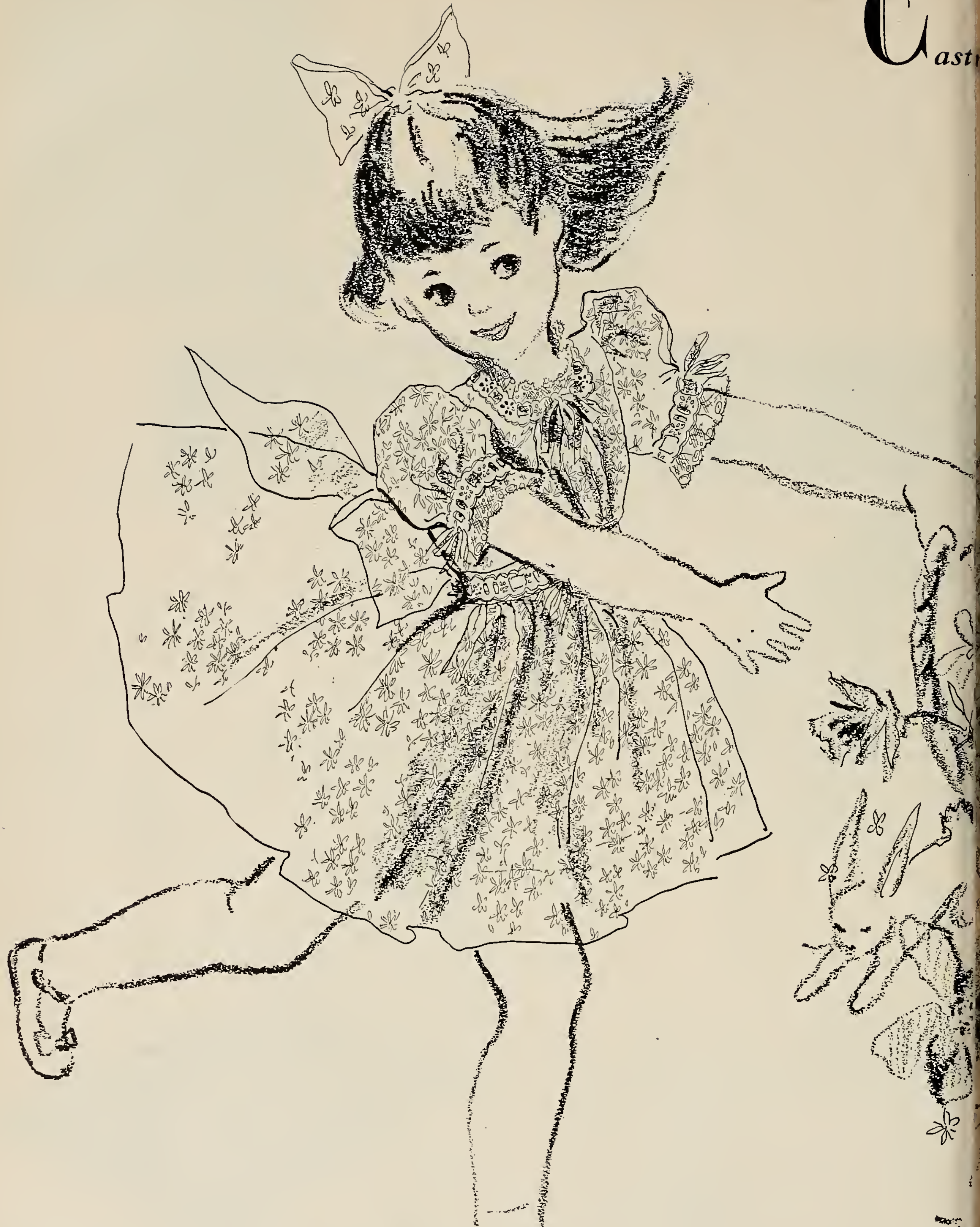
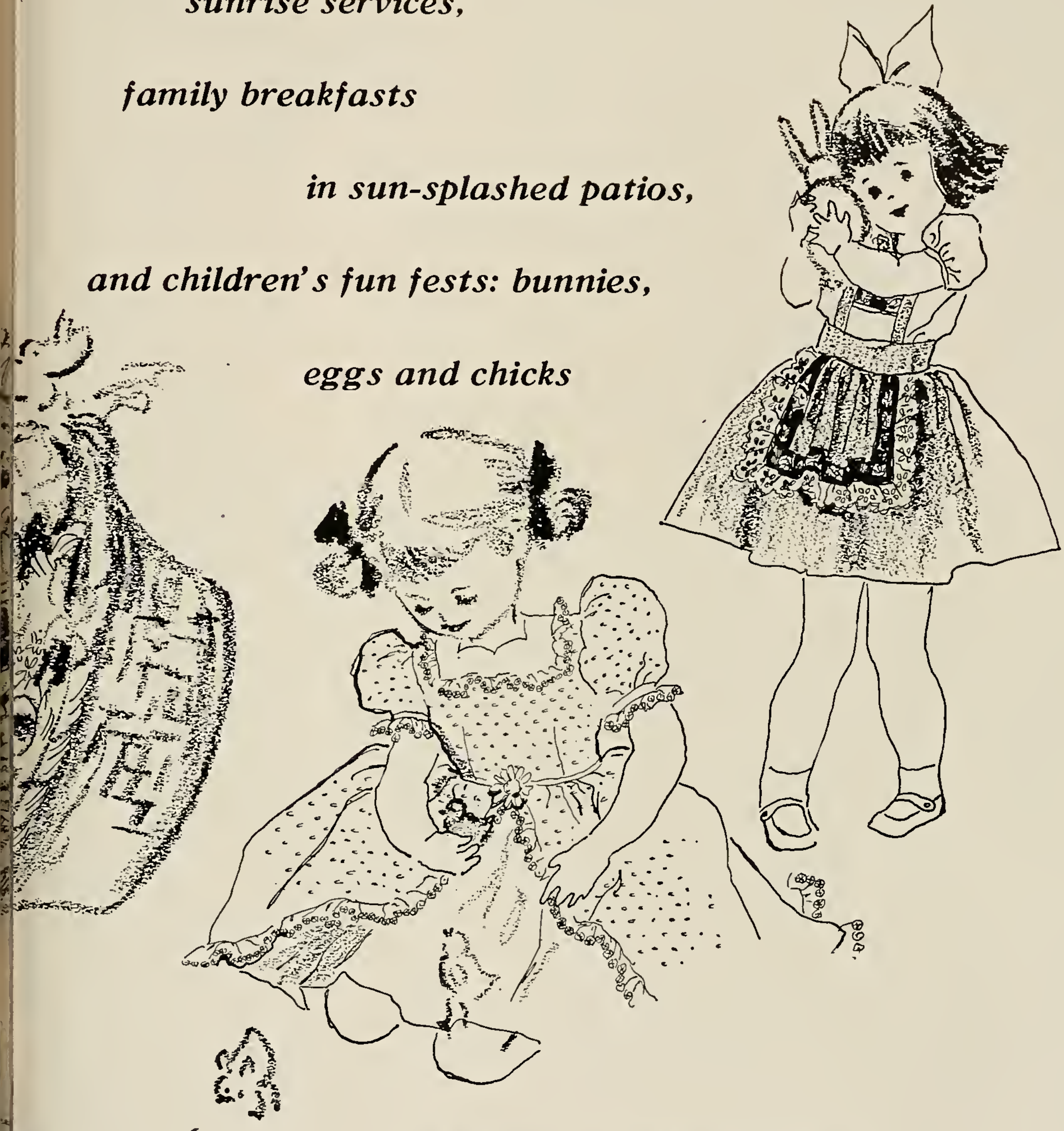
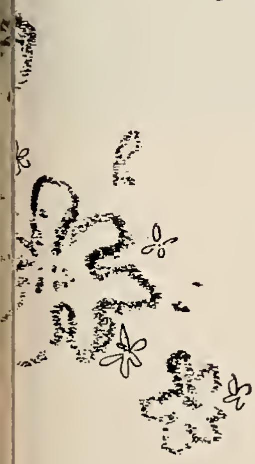


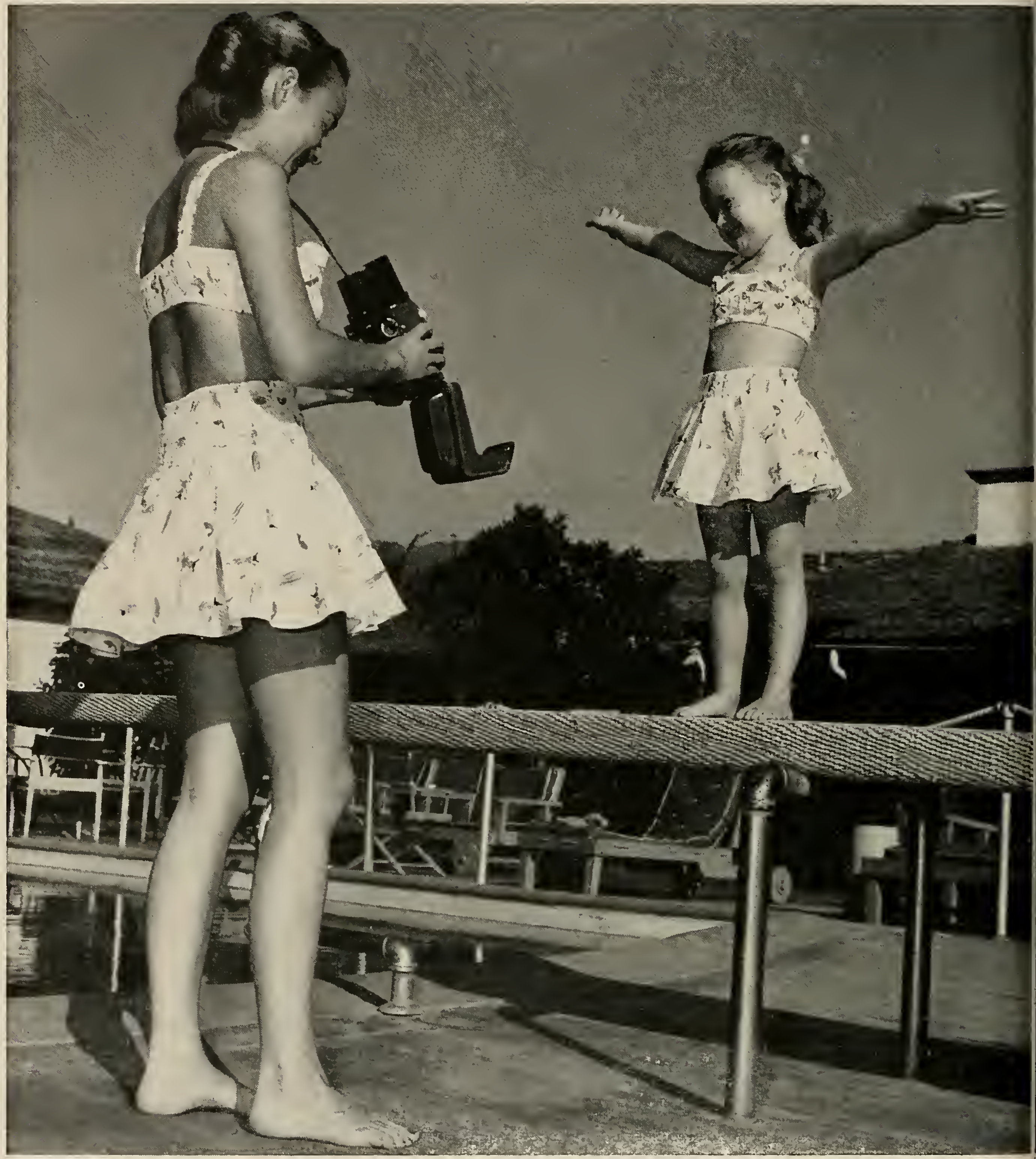
lifornia means sunrise services, family breakfasts in sun-splashed patios, and children's fun fests: bunnies, eggs and chicks



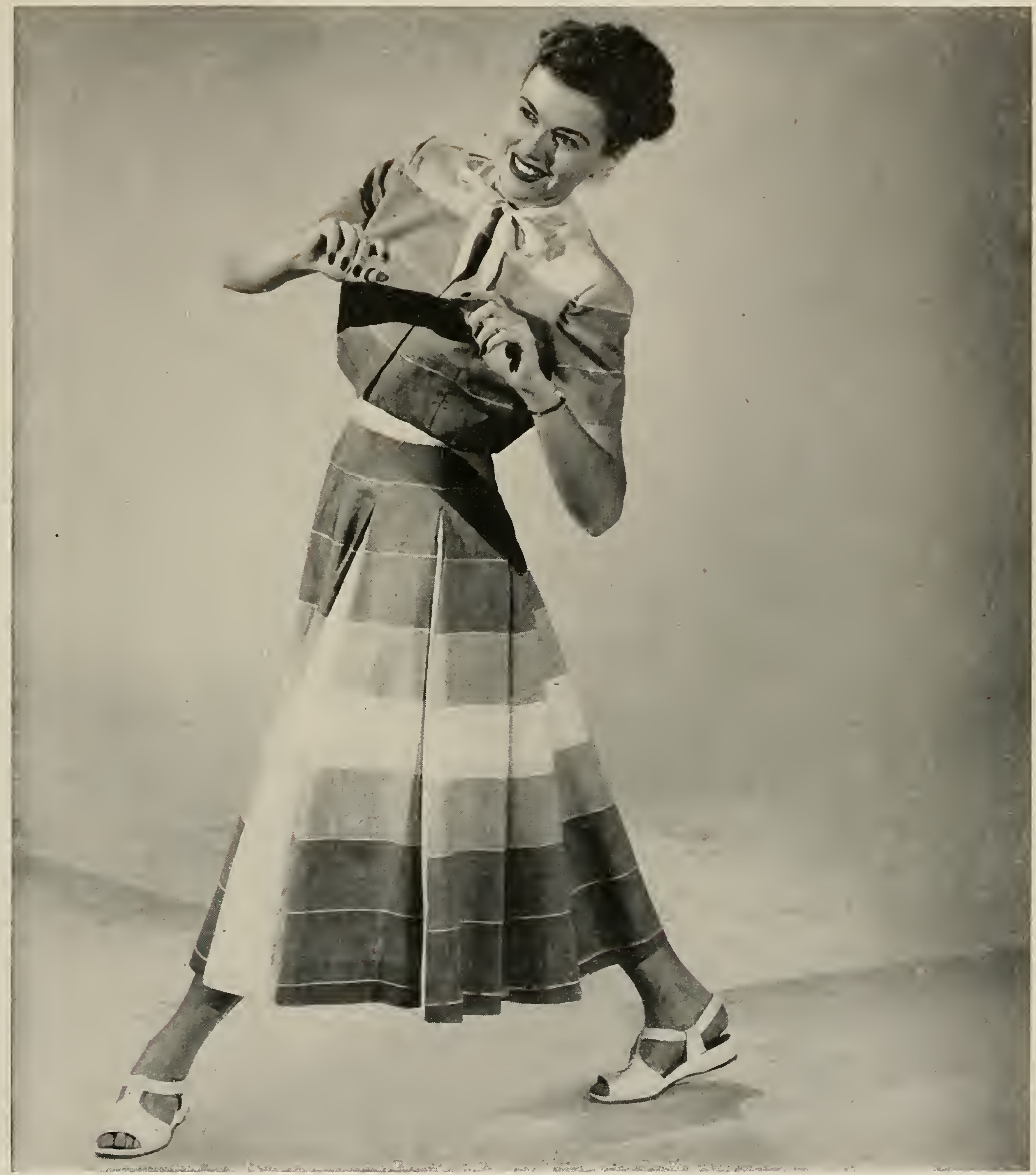


Like her mother, the young love of your life will want to put aside winter finery at Easter time, take her first look at spring: *opposite page,* in a filmy frock, bright as the rosy sun on Easter morn . . . it's Jean Durain's organdy with matelasse effect, sizes 2 to 6, about $9 at May Co., Los Angeles; Younkers, Des Moines. *Left above,* Bo Peep dress in dotted swiss by Little & Martin, sizes 2 to 6, about $8. *Right,* gabardine apron-effect skirt from Lurrie-Pizer, sizes 3 to 6, about $6 (blouse extra), at The Emporium, San Francisco.

PARKER-REED



*D*ouble exposure . . . swim fashions for mother and child by Cole of California: Flowery prints for any vacation picture, now or later. Indispensable for surf or sun or patio-play . . . these look alikes inspire the tiniest miss to behave in grown-up fashion, too! Mother's suit, about $11, child's about $6 at The Broadway, Los Angeles.

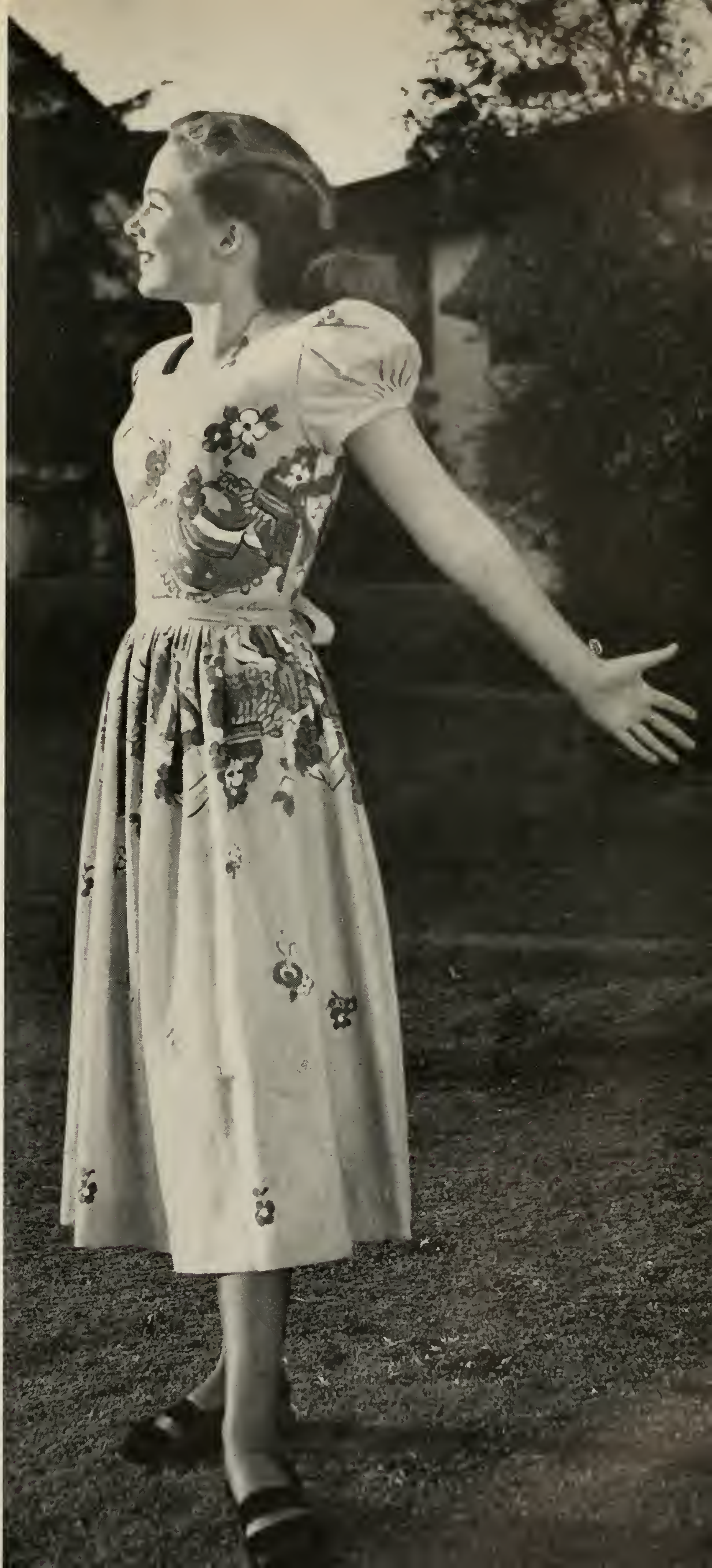


*D*ouble take . . . to rate a second look, choose Pat Premo's sundress striped in graduated tones, giant box pleats flashing plain color accents; bolero to match! Bare, it's a playtime favorite . . . covered, it's right for town. Sizes 10-18. About $40 at J. W. Robinson Co., Los Angeles; Stix, Baer & Fuller, St. Louis; B. Altman, New York.

Inspiration

Easter morning, celebrants choose light suits, right for the moment and perfect to wear through the summer. *Opposite page, left,* tidy little suit with flaring skirt, gamin jacket: Junior Miss of California, sizes 9 to 15, about $15 at Charles Stevens, Chicago. *Opposite right,* striped rayon taffeta, demure and sweet: Helen of California, sizes 9 to 15, about $40 at J. J. Haggarty, Los Angeles; Meier & Frank, Portland; Addis Co., Syracuse. Hats, Agnes Originals.

This page, for Easter breakfast or all summer long, gay printed butcher linen with Easter bonnets, flowers and all: Lil' Alice. Sizes 9 to 15, about $13 at May Company, Los Angeles.



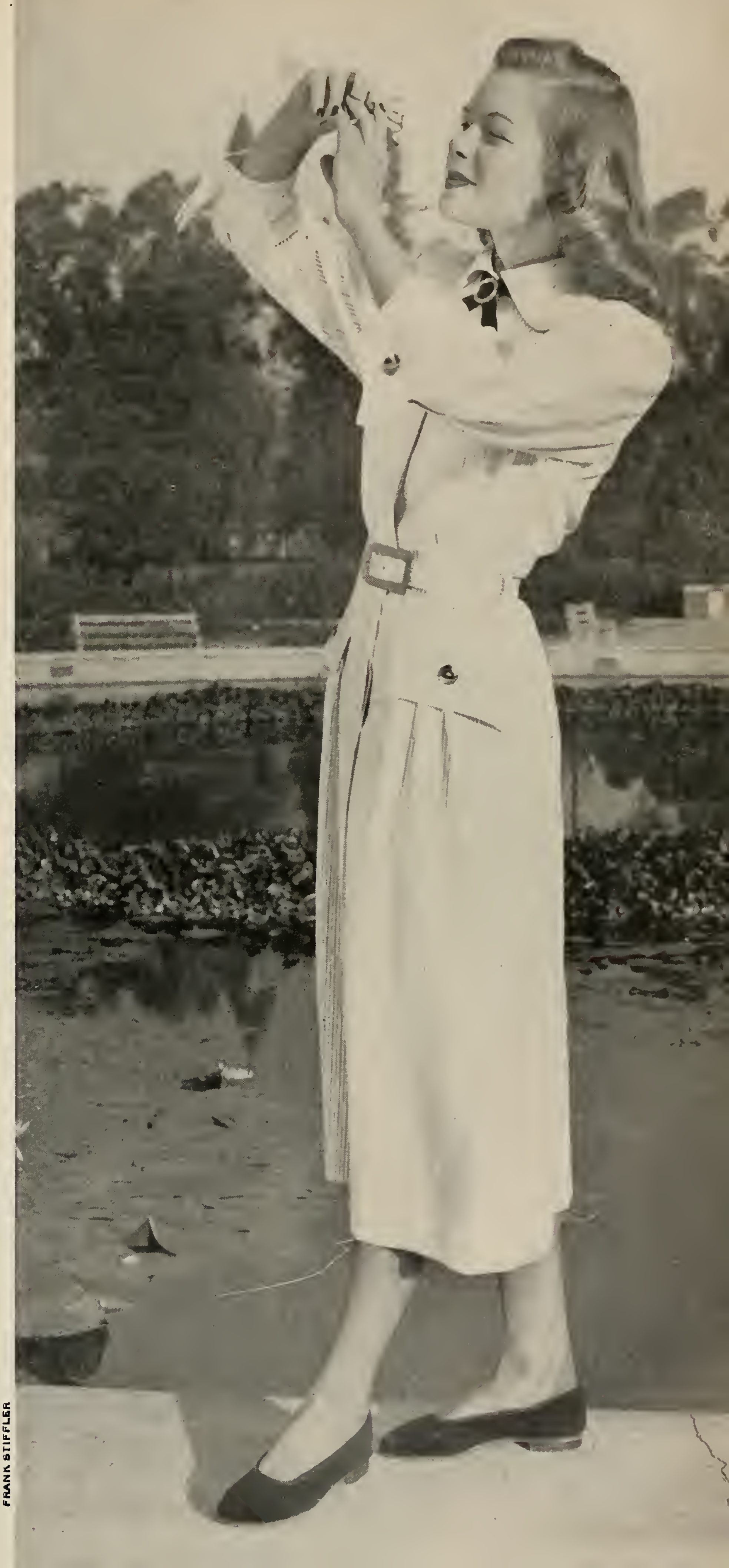
FRANK STIFFLER

Recreation

Lighthearted fashions, junior size and wise choice for day-long wear at home or vacation-bound: *opposite page, left,* sanforized poplin ruffle-rounder by Madalyn Miller, sizes 9 to 18, about $12 at Gimbel Bros., Pittsburgh; H. & S. Pogue Co., Cincinnati; Halle Bros., Cleveland.

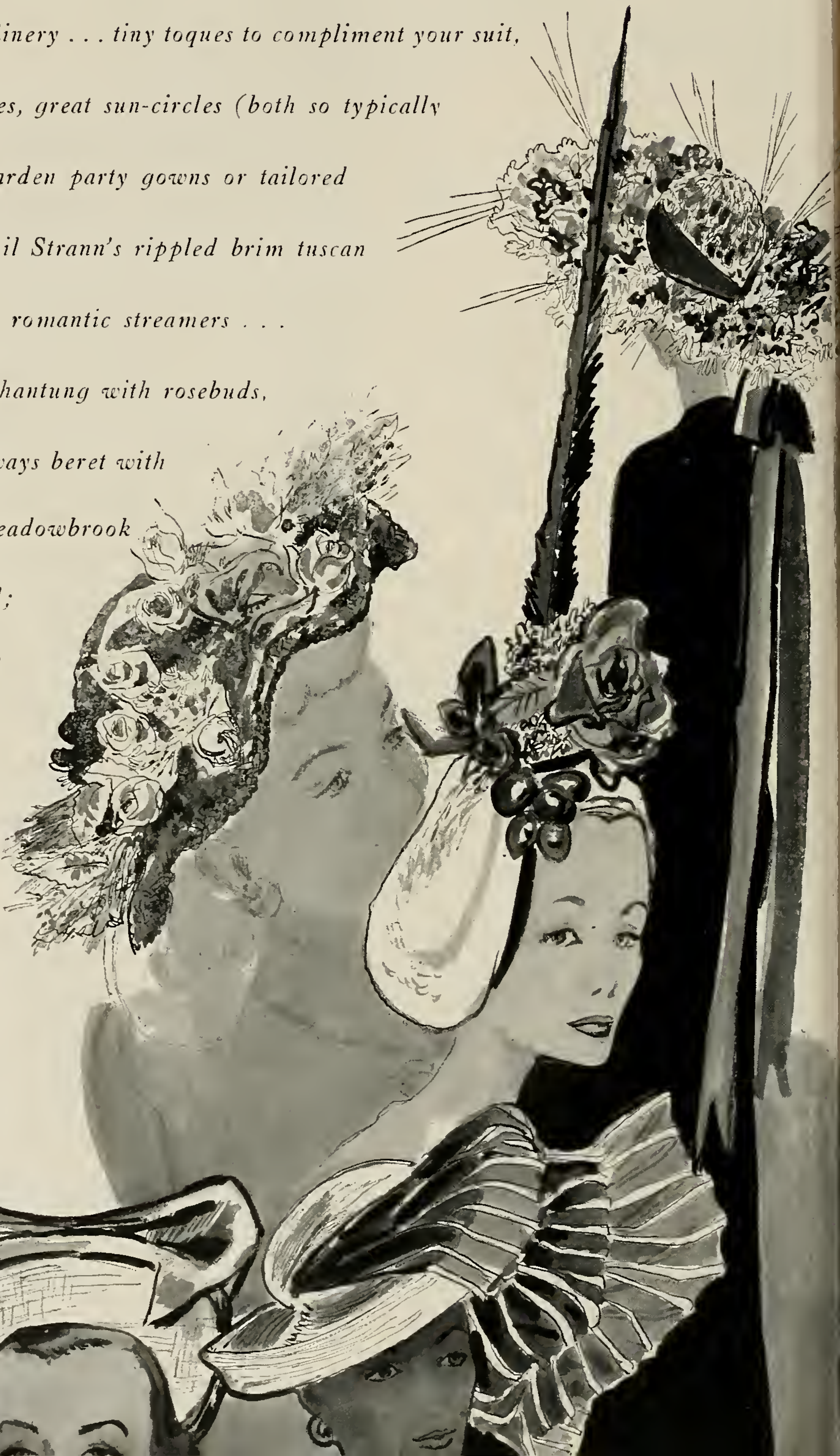
← *Opposite right,* piquant dress of Bates Picolay; Linsk of California, sizes 9 to 15, about $15, at May Company, Los Angeles.

This page, the classic approach in Dan River Cool Stripe by Natalie Junior, sizes 9 to 15, about $15, at May Company, Los Angeles.

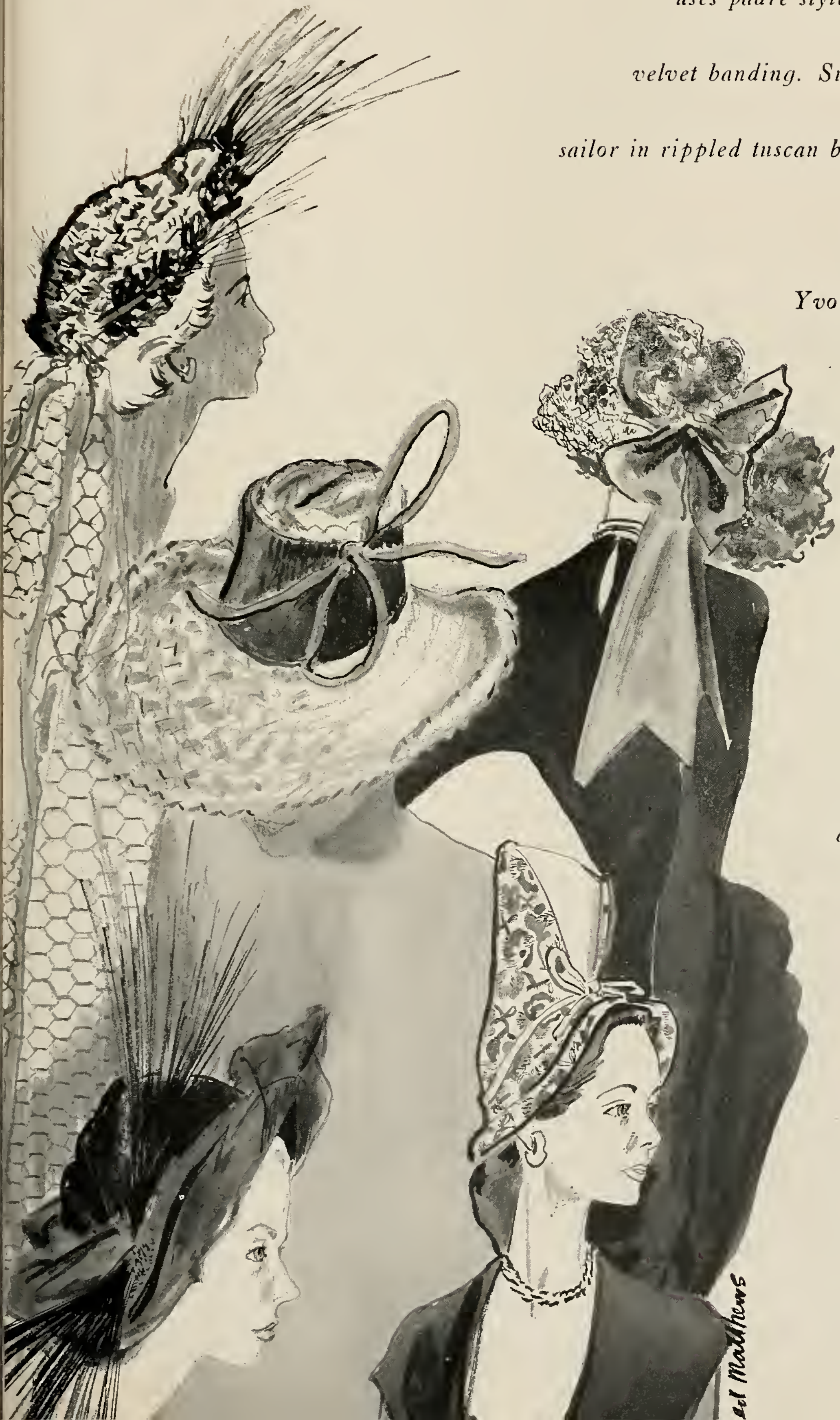


FRANK STIFFLER

Spring is a hat . . . a gay flowered bonnet, glorified with veils and ribbons and feathers . . . morale in brilliant color, in daring lift of a brim. Spring also is a suit, a feminine frock . . . a blossoming! So herewith we give you California's newest millinery . . . tiny toques to compliment your suit, flower laden heavenlies, great sun-circles (both so typically Californian, so perfect for garden party gowns or tailored niceties). Take Phil Strann's rippled brim tuscan with field flowers, wheat, romantic streamers . . . Addie Ann's fluted shantung with rosebuds, Weyman's "Tear-Drop" sideways beret with flower-feather risers; Meadowbrook tulle and milan braid; Grace Nugent's draped satin triangle.



Straw hats mean romance! Ruby Ross combines hand-sewn braid and harvest wheat with quantities of veiling. Leslie-James uses padre style angora straw with velvet banding. Suzy Lee's sailor in rippled tuscan braid, red poppies placed to one side with ribbon. Yvonne creates perky hat of straw cloth embroidered in gay colors! Caspar Davis's black paillasson with bittersweet facing is draped with black rayon net and feathers.



SAN DIEGO

California's first city wasn't a war baby but two million men were bound to bulge her biceps and ruffle her skirts

BY DAVID THOMPSON

Take pencil in hand, as they say in "Do It Yourself." Draw a straight line diagonally across the map of the United States from the small seafaring town of Eastport, Maine, to the opposite corner . . and you'll arrive in San Diego . . a California city warm-hearted and kind, to tourists, industry and its historical heritage.

No longer just a Navy town near the Mexican border . . though this adds much to its charm, San Diego is a city of 370,000 Americans, nearly half of whom came during and since the war. They are the workers who flocked to its war plants, service men and women who manned its many military bases or passed through on the way to war. They liked what they saw, stayed or returned. San Diego is a city of 95 square miles that mounts in graceful terraces from one of the finest landlocked harbors of the world. It is a city whose comparative retail sales and service activity have ranked among the top three cities throughout the nation during the last two and one-half years. It is a city ever mindful of the pleasures it affords tourists and vacationists; where $15,000,000 is being spent to turn Mission Bay into one of the greatest of aquatic recreation areas. It is a city where labor-management accord is a shining example toward which others strive. It *was* the memorable stopping place of Charles Hatfield, the supreme rainmaker.

Life in San Diego is gracious and pleasant. The people are healthy and hospitable. The atmosphere is gay, romantic, colorful. Historically, San Diego is the place where West Coast civilization was born.

California was discovered September 28, 1542, when Juan Rodriguez Cabrillo, a Portuguese navigator in the employ of Spain, nosed his three little ships around Point Loma and dropped anchor off Ballast Point. The harbor was good even in those days, for Cabrillo recorded in his diary "being in this port there passed a very great tempest, but on account of the port's being very good they suffered nothing." Just what a tempest was doing in this area is a mystery to the Chamber of Commerce to this day.

San Diego was marked for settlement when Sebastian Vizcaino, a merchant navigator, surveyed the harbor on November 10, 1602. Vizcaino gave San Diego its name, changing it from San Miguel which had been Cabrillo's choice. And only a preoccupation with the ever-illusive "riches of the East" kept the Spanish from colonizing the area.

Finally, in 1769, Russia's interests in the Alaskan territory stirred the Spaniards into action. They outfitted three ships and two land parties which set out from Mexico. One ship disappeared and the other two arrived with many of the crew dead from scurvy and the survivors hungry and sick. Only the arrival of the land parties saved them and made possible the completion of the expedition. With the last of the land parties came Father Junipero Serra, who, on July 16, 1769, established the first of the famed twenty-one California Missions, San Diego de Alcala. Originally a small hut on the hill above what is now Old San Diego, the mission was moved in 1774 to its present location six miles up Mission Valley where water and tillable land were more abundant.

Palomar Mountain's dome houses the scientific marvel.

A small, but determined settlement followed the establishment of the San Diego Mission. Located in Old San Diego, often referred to as Old Town, its history is dim before the arrival in 1834 of Don Juan Bandini and Jose Hijar with 140 colonists. But records do show that the first foreign vessel to enter the port was the British ship, Discovery, in 1793 under the command of Captain George Vancouver. Seven years later the first American ship, Betsy, arrived, captained by Charles Winship. Manuel de Vargas opened the first public school in 1795, and the first shipment of grain left the port in 1817.

In 1822 the area came under Mexican rule, and during the period before the raising of the American flag in Viejo Plaza in 1846, many homes and buildings arose around the central square. Several still stand today . . the Casa de Bandini, Casa de Carrillo, Casa de Machado, and Casa de Estudillo, now known as Ramona's Marriage Place, made famous by Helen Hunt Jackson's romantic novel, "Ramona."

The overthrow of the Mexican forces by the Americans in 1846 was a popular victory in San Diego. Many Americans had filtered into the city and intermarried with Spanish and Mexican families, and it was not long before the government was in the hands of these pioneers. Consequently, the city was incorporated in 1850 and the first election was held. The early days were rough for everyone concerned. Lawlessness was rampant and enforcement of laws impossible. A jail was built which was a double disappointment. The contractor made about $4000 in graft and the first prisoner dug his way out with a pocketknife. Judgment of the presiding magistrate usually went against the man, regardless of guilt, who had enough money to pay the fine.

But San Diego's fortunes changed for the better with the arrival of Alonzo Erastus Horton in 1867. "Father" Horton became convinced that the future San Diego should be relocated and moved from the Old Town site. Accordingly, he started a land development where the present city is located, and a fire that swept Old Town aided considerably in making his efforts successful.

"Father" Horton gave impetus to San Diego's waterfront development, built business blocks and hotels. He gave land for churches, donated a site for the courthouse and offered property free to people who would immediately build homes on it. He also helped the Republican cause in San Diego by announcing that only Republicans would receive work from his many activities.

Discovery of gold at Julian, sixty miles northeast of San Diego, in 1870 brought additional attention to the area and the city prospered for awhile. The Horton House, which opened in the late '70s, was a miracle of its day. Costing $150,000, it boasted 100 rooms, a "ladies' parlor," black walnut furniture and marble-topped washstands. Horton gave San Diego the shot in the arm that it needed. A Chamber of Commerce was formed

The California Way of Life is best exemplified by the San Diego family who can spend an enjoyable day at the beach on a moment's notice . . only a minute away from their home.

The old Spanish lighthouse guided mariners from 1855.

SAN DIEGO IS A TOURIST'S DREAM

in 1870 and the Public Library opened with one volume the same year.

All was not smooth sailing, however, as the city underwent several booms and busts before the turn of the century. Rapid expansion had followed the bringing in of a branch of the Santa Fe Railroad in 1885. By 1887, the height of the boom, the population was estimated at 40,000. But by 1890 there were no more than 17,000 persons left in town. And from that time to the present the city seemed content to slow but solid growth. The exciting eighties did bring improvements; the first electric lights and horse cars in 1886, the first electric streetcars in 1887, and the first modern dam, Sweetwater, in 1888.

A significant milestone in San Diego's progress occurred when the Spreckels brothers, John D. and Adolph, the sugar kings, took a liking to the city and showered it with their financial affection. Their confidence and investments did much to revive the civic morale and fortify it against the depression in 1893. The Spreckels' interests still are a potent influence in San Diego's business life, and only as recently as January did they dispose of the world-famous Hotel del Coronado, on nearby Coronado Island, which is celebrating its sixtieth year. Robert A. Nordblom, New York and Boston financier, purchased the hotel, which has played host to four Presidents. Harrison, McKinley, Taft and Franklin D. Roosevelt. And it was there, at a ball in 1920, that the Prince of Wales met Mrs. Wallis Warfield Spencer, now the Duchess of Windsor.

Until his death a year ago George Marston, too, was an important personality in the life of San Diego. One of his contributions is visible today in the form of the Serra Museum in Presidio Park. Marston purchased the ground and built the museum above the ruins of the old fort and presented it to the city in 1929.

A second railroad, the San Diego and Arizona Eastern, was completed in 1919, and the first of many major military installations, the U. S. Naval Coaling Station, was built on Point Loma in 1907. Since that time additional bases and stations have been located in San Diego until today it is one of the most important military centers in the nation. Numerous units of the Pacific Fleet base in San Diego Bay and training bases for the Marines and Navy, plus the Naval Air Station at North Island and the Naval Station on the south bay make the Navy payroll of $80,000,000 a year in San Diego the city's top income item.

But nothing, in those years of growth, caused quite so much excitement as Charles Hatfield's highly successful attempt to make rain. The year of 1915 was very dry, and the bounteous crops were withering on a parched soil. The city council decided to act, and accepted Hatfield's offer to fill Morena Lake, one of the city reservoirs, for $10,000. He went to work, set up a 20-foot tower on a hilltop near the Morena Dam and erected a tank. Into the tank went various kinds of chemicals.

(*Continued on page* 63)

This is San Diego, where ocean waves lap in your front yard, the mountains stare in back . . where sailing, fishing, swimming are enjoyed throughout the year. San Diego is clean, congenial . . a cosmopolitan population reaps an annual harvest of $200,000,000 . . fights for civic improvements and big tourist trade.

Framed beneath the bow of the U.S.S. Shangrila, mighty aircraft carrier, are two of Uncle Sam's destroyers, riding at anchor at our largest naval center.

In beautiful Balboa Park, site for two international expositions, are buildings like the one above . . famous for ornate Spanish Renaissance design.

Bernardo Maniscalco, native of Sicily, operates the only cactus ranch in the county . . ships a million prickly pears for Italian New Yorkers to enjoy.

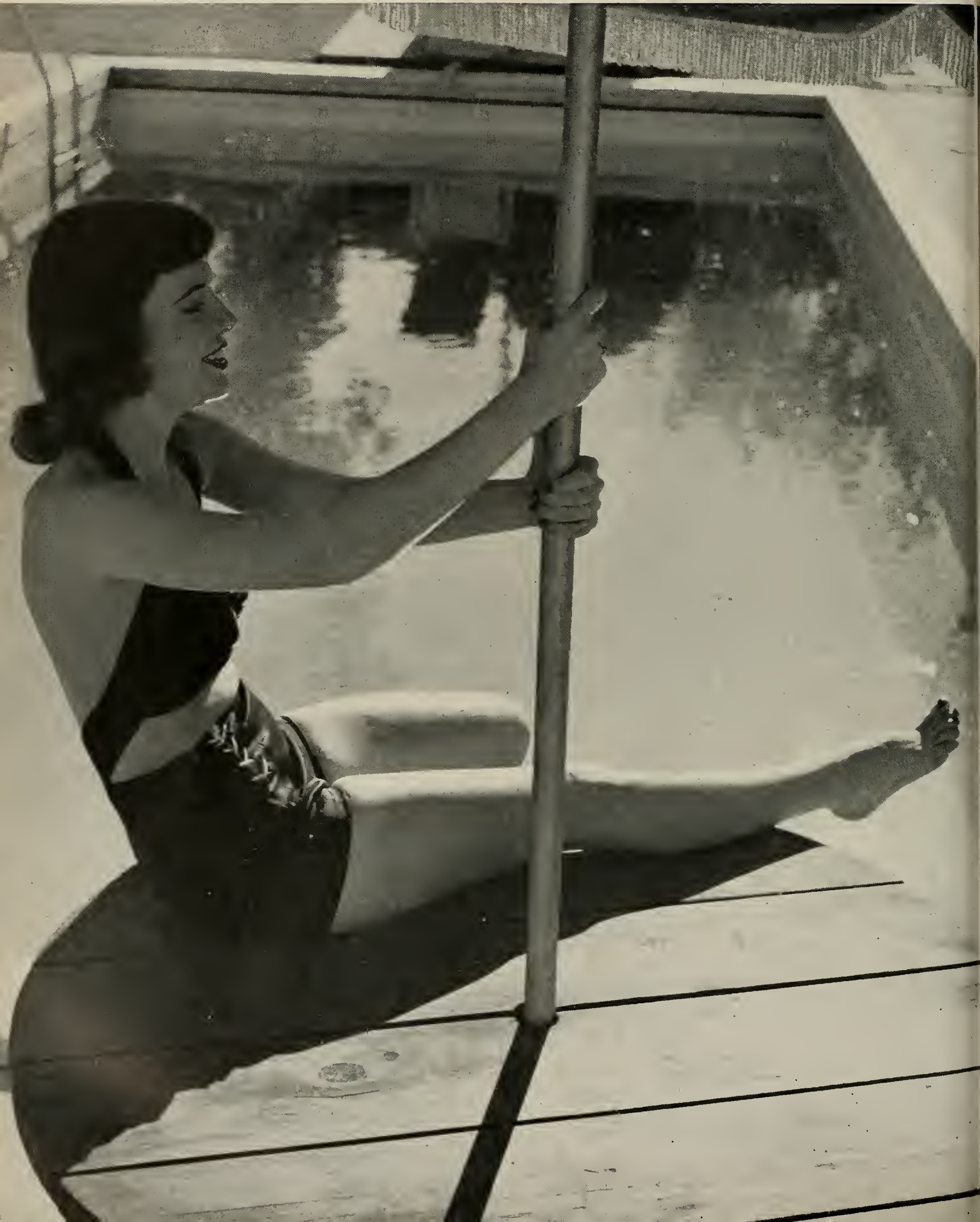
San Diego fishing is supreme . . for the sportsmen and for the vast industry it supports. The surf and backcountry lakes beckon the Izaak Waltons, too.

Sunday afternoon community sings attract old and young to Balboa Park. Here are Mr. and Mrs. Charles Effinger of National City . . married 63 years.

Two-thirds of all tuna is canned here . . for your sandwich, salad and casserole dish . . caught from boats like this for total of $50,000,000 a year.

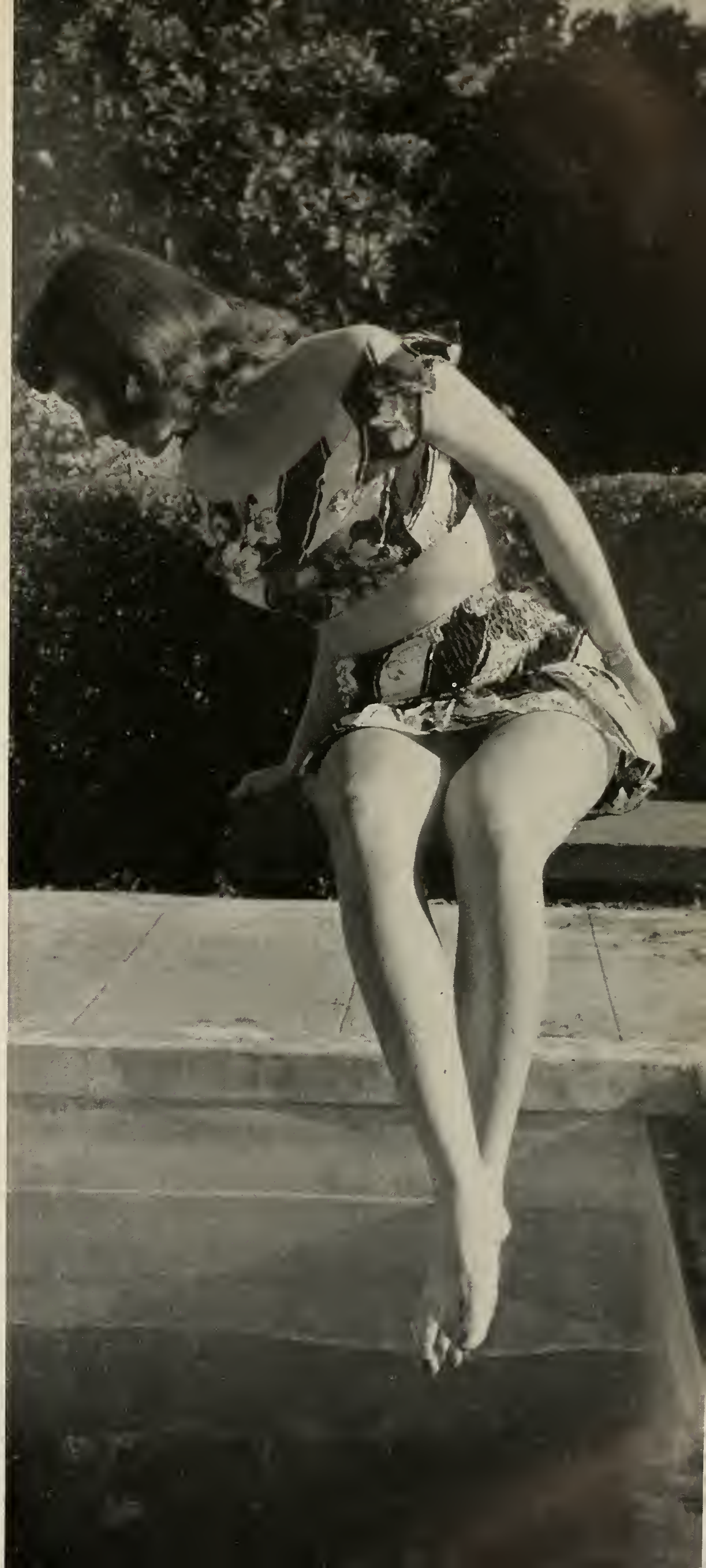
EDWARD SIEVERS

Sweet young figures inspire their own swimsuit styles by Cole of California: from their special issue of water-wear for high school teen-agers, this sleek sophisticate in navy blue dull lustre lastex with white lacing . . . smoo-oth! About $11 at J. W. Robinson Co., Los Angeles; Burdine's, Miami.



So young . . .

Dream-stuff for juniors, a gay flowered print in seersucker puckerette . . . elasticized, of course. Ruffle at neck does so many things . . . demure scoop-neckline, off-shoulder magic, or dropped beneath the arms for sun-tanning delight . . . and note wide open sun-coveting space at the midriff! It's a Catalina swim-or-show favorite, about $18, at May Company, Los Angeles; Buffums', Long Beach; Carson Pirie Scott, Chicago.

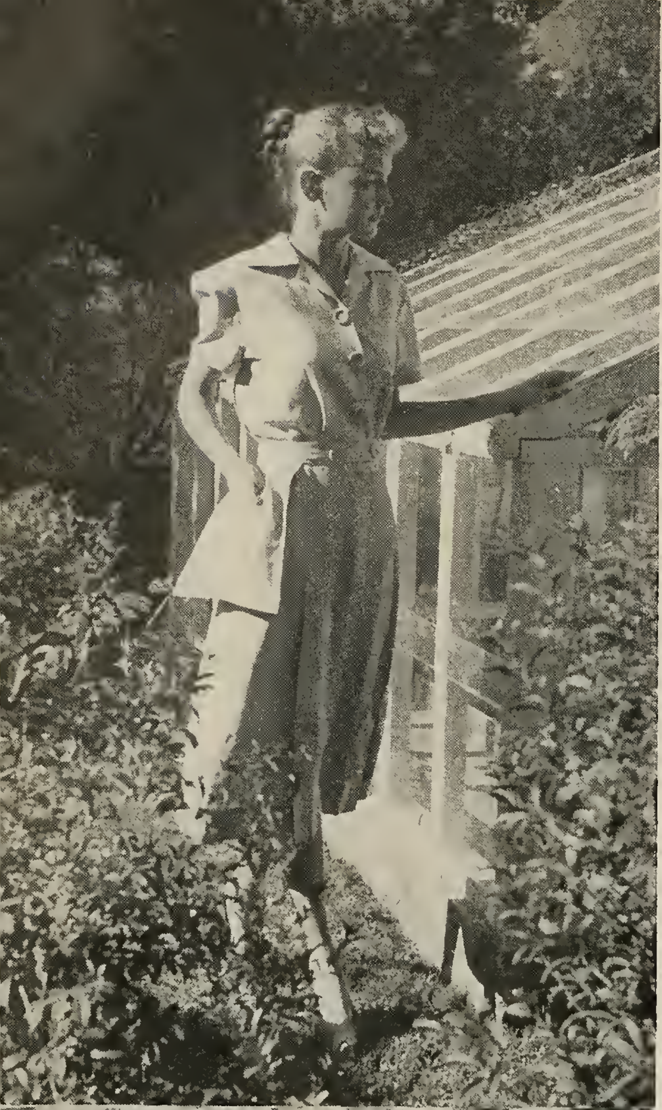


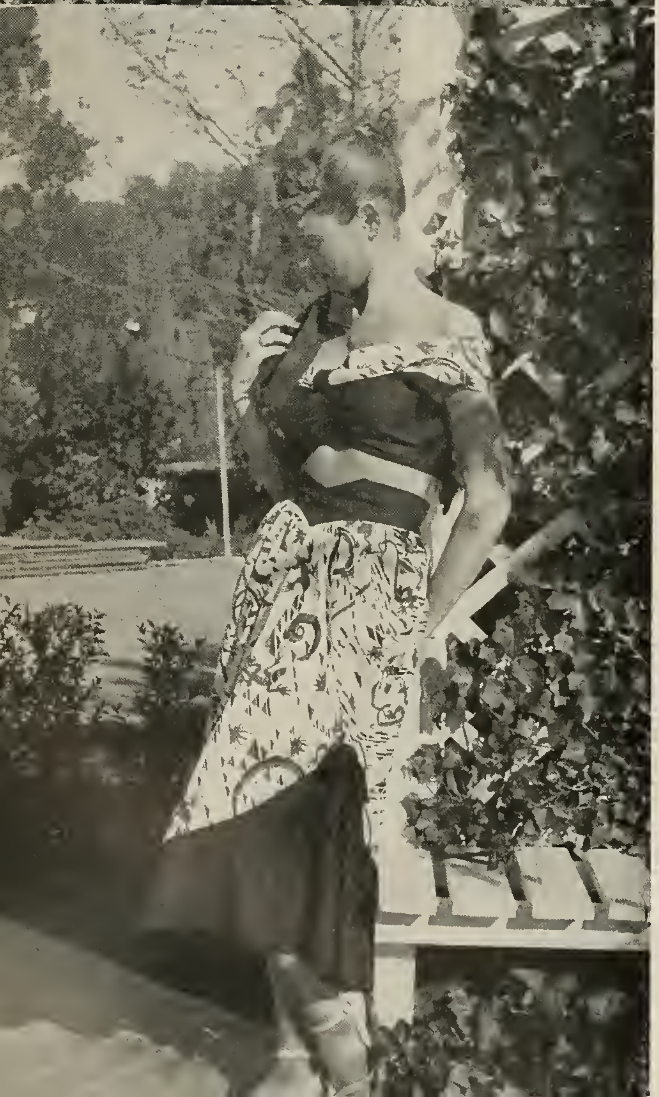
EARL SCOTT

Along comes Easter . . .

Whether you go back to the farm or up to the mountains, off to the desert or stay in your own back yard . . . you'll find these gay fashions are good playmates. Longer pedal pushers with new dolman jacket: M. R. Fleischman at City of Paris, San Francisco, *opposite page. Above,* Gantner of California's playful leap frog print. *Center,* Hollywood Casuals bra, tiny skirt with brief panties attached, capelet not shown . . about $17; sizes 10-18. *Below,* Saba of California seersucker sunners: kickpleated shorts beneath; sizes 9-15, under $18 at Frederick & Nelson, Seattle; Maison Blanche, New Orleans.

EARL SCOTT



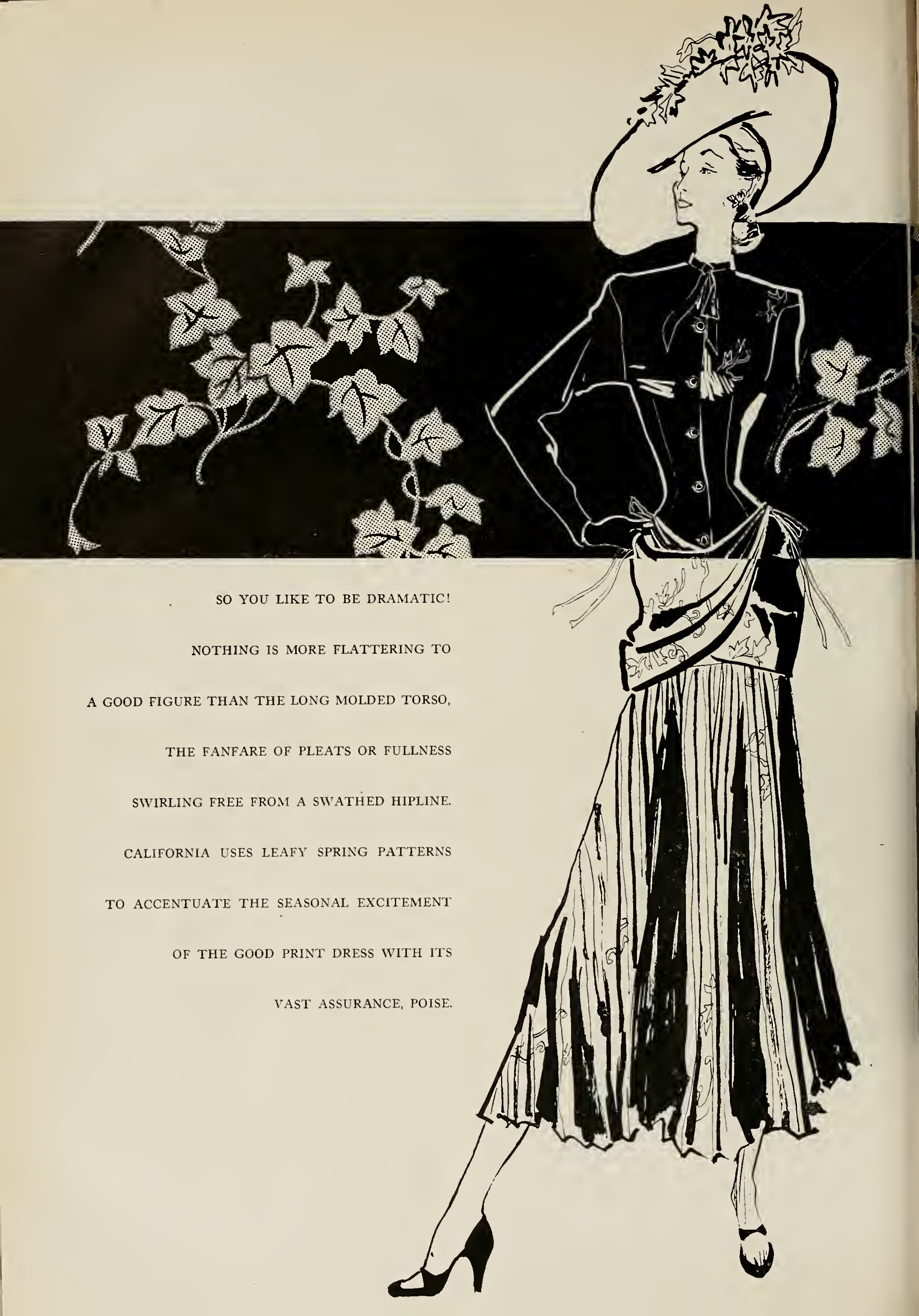


EARL SCOTT

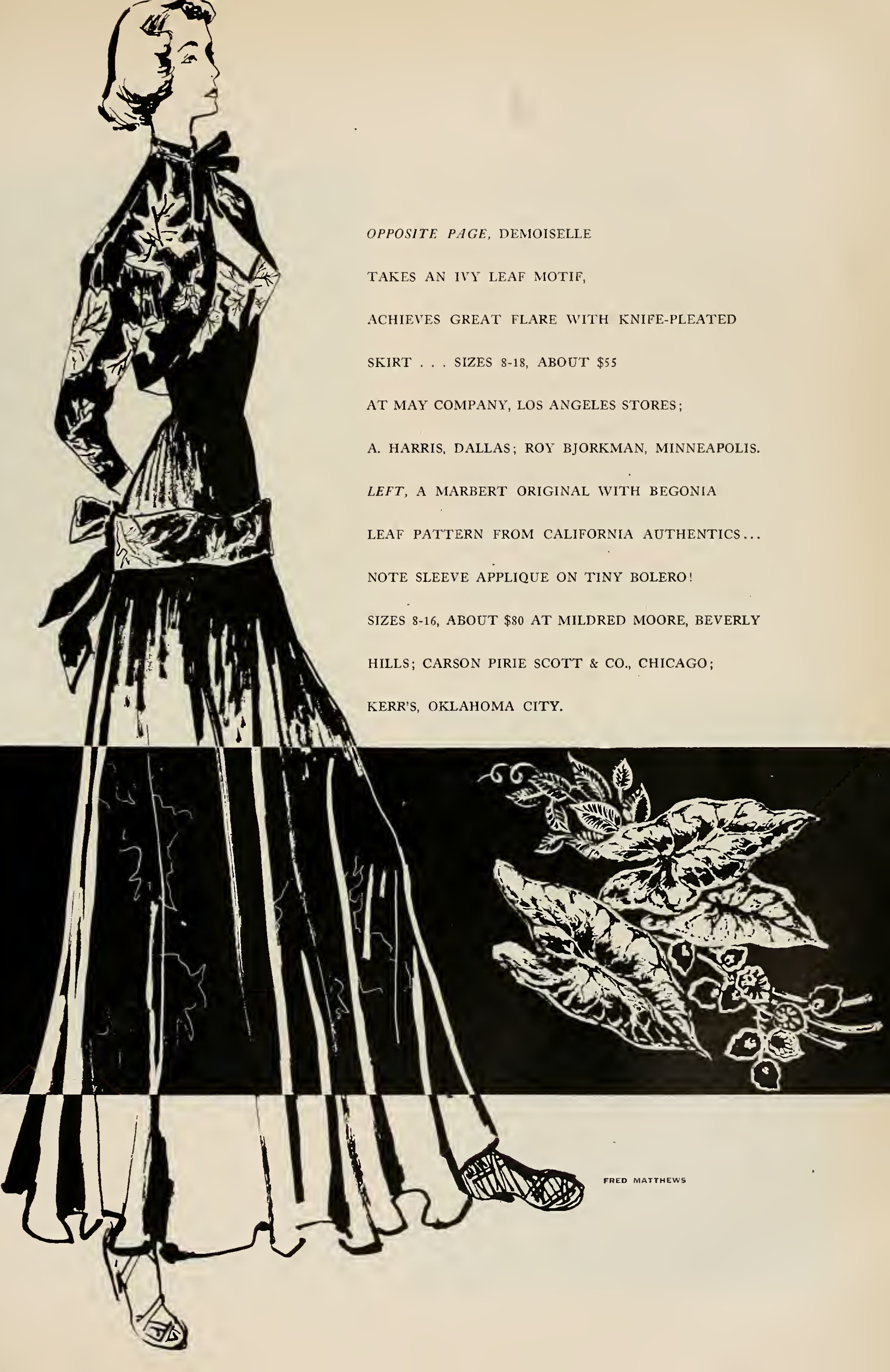
...and away you go!

Wherever you go, whatever you do . . . these are the easy-going clothes that make pleasures of leisure! *Left,* tailored golf dress by Frances Craig of California (note carry-all pocket for fun and fashion!) *Below,* Fay Foster's print-and-plain exotic, if you take your playtime easily and in high style. About $25 at Desmond's Los Angeles; Woodward-Lothrop, Washington, D. C.; Mayfair Shops, Miami.

Opposite page, Coordinated playclothes → with a lady-like air: button-up camisole, bloomer panties, bolero and sweeping skirt . . . mix-matchables from Koret of California.



SO YOU LIKE TO BE DRAMATIC!
NOTHING IS MORE FLATTERING TO
A GOOD FIGURE THAN THE LONG MOLDED TORSO,
THE FANFARE OF PLEATS OR FULLNESS
SWIRLING FREE FROM A SWATHED HIPLINE.
CALIFORNIA USES LEAFY SPRING PATTERNS
TO ACCENTUATE THE SEASONAL EXCITEMENT
OF THE GOOD PRINT DRESS WITH ITS
VAST ASSURANCE, POISE.



OPPOSITE PAGE, DEMOISELLE TAKES AN IVY LEAF MOTIF, ACHIEVES GREAT FLARE WITH KNIFE-PLEATED SKIRT . . . SIZES 8-18, ABOUT $55 AT MAY COMPANY, LOS ANGELES STORES; A. HARRIS, DALLAS; ROY BJORKMAN, MINNEAPOLIS.

LEFT, A MARBERT ORIGINAL WITH BEGONIA LEAF PATTERN FROM CALIFORNIA AUTHENTICS... NOTE SLEEVE APPLIQUE ON TINY BOLERO! SIZES 8-16, ABOUT $80 AT MILDRED MOORE, BEVERLY HILLS; CARSON PIRIE SCOTT & CO., CHICAGO; KERR'S, OKLAHOMA CITY.

FRED MATTHEWS

SOCIAL WHIRL . . SOCIAL SERVICE

The California Way of Life is a casual thing . . a manner of living that encompasses work, planning, and a great deal of leisure . . to be spent at the beach, on the desert, in the mountains . . casually and comfortably with acquaintances and good friends. But there are numerous charities and philanthropies, too, to absorb the waking hours of our debs and young matrons. The gigantic Red Cross drive this month, the interests of the Children's Hospital, the work of the League for Crippled Children, the John Tracy Clinic for deaf children . . all these and many more are supported and furthered by the dynamic energies and dollars of our young women. To them we bow in appreciation that they are so gifted . . so gracious . . so helpful . . Californians!

Mrs. George B. Seitz, Jr. of Beverly Hills is the daughter of the Lucien Hubbards, the mother of two youngsters. The lovely Janet, active in the Social Service Auxiliary, models Billy Gordon's black lace with a flair. It's off the shoulder, veiled nude chiffon, with a huge black satin skirt that falls into a train.

Mrs. Allan Wright of Beverly Hills, the former Elaine Palmer of Phoenix, is the mother of four children . . yet finds considerable time for her work in the Social Service Auxiliary Juniors and the Beverly Hills Garden Club.
She wears Waldo's strapless Sari formal, with fitted bodice, full skirt, detachable hood . . matching shortie gloves . . in a light fabric that looks like molten silver.

CUSTOM-MADE

ethel holt had a womanly struggle with her conscience and the foibles of fashion

by dorothy dodds giberson

Mrs. Holt stirred restlessly as she turned the pages of The Californian and cast a baleful glance at Mr. Holt. Partially obscured by clouds of pipe smoke, he was sunk deep in his chair beside the radio while he concentrated on the seventh inning between the Angels and the Seals. Mrs. Holt knew little about baseball, but usually she did not resent the intrusion of a game broadcast into their living room, regarding it as one of those masculine foibles to which a good wife must yield. Like one too many cocktails at a Saturday night dinner party. Tonight, however, she felt the need of human companionship, of someone to whom she could express the annoyance that had been growing in her since she had opened the pages of the fashion magazine that had come today.

"I am just not going to wear them," she stated emphatically the instant the score was announced and Mr. Holt started to turn the dial in search of another program.

"Wear what?" he asked.

"These hideous new skirts," Mrs. Holt answered, relaxing now that she had his attention and lighting a cigarette. "Look at this!" She held the magazine out to him. "That length and the flare that dips in back!"

At the urgency in her tone, Mr. Holt looked.

"Imagine me in a suit like that. My legs have always been an asset . ." Mrs. Holt stretched out a shapely leg. "Why should I cover them up?"

Mr. Holt regarded her legs with a speculative grin.

"Well, I shouldn't cover them up if I were you," he said. "I really shouldn't."

"Oh Albert . . it's not as simple as that."

"No?" He was becoming restless. Mrs. Holt knew that his favorite mystery was already under way.

"I have to have a new suit," she said hurrying before he lost interest entirely.

"You do?"

"Of course. And I can't buy a thing that doesn't look like this."

"Maybe you could buy one and have the skirt changed a little . . shortened and . . ah . . simplified," he suggested in a reasonable tone.

"That would ruin the line," she wailed.

This was clearly beyond Mr. Holt's understanding. With a little chuckle that seemed to indicate the incomprehensibility of women he turned to the radio.

"Of course, I could have one custom-made," she said in a far-away kind of voice as though this were the last resort scarcely to be considered. "Then I could have it the way I wanted it."

"Why don't you?" His fingers were hovering over the dial.

"It would be rather expensive, you know."

Mr. Holt was obviously eager to terminate the conversation, but at the expensive he turned back to her.

"Ethel," he asked, "how much would it cost?"

"Oh . . every bit as much as your suits. Probably more. They have to draft the pattern and . . it would be designed for me, you know . ."

"How much in dollars and cents?" He was being relentless.

"At least twice as much as a ready-made suit. Yes. at least twice as much. But it would last twice as long. Custom-made things are really worth it in the long run. And this year, with the styles as they are, there really isn't much choice, dear."

"Very well, dear," Mr. Holt said, mimicking her tone, but she knew it was just his sense of humor. "Order your suit."

The next day Mrs. Holt motored to San Francisco to meet her friend, Mrs. Sheldon, for lunch. As she walked down Post Street from the Union Square Garage she kept glancing in the store windows. With the late summer resort togs most of them displayed she could find no fault, but at Post and Grant a huge corner window was filled with suits that resembled the picture in The Californian.

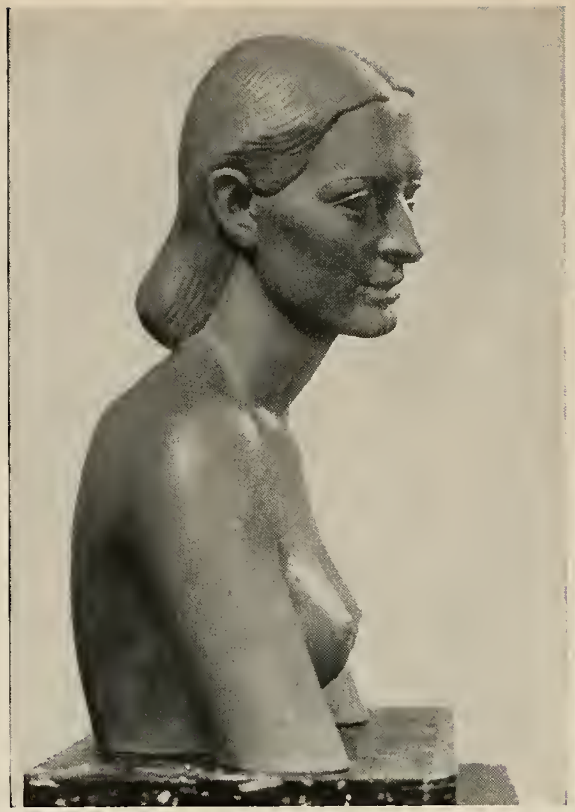
"How quaint," Mrs. Holt said to herself. "They look just plain dowdy." One in particular came in for her derision. It had a flare that made the back of the skirt even longer than the front. While smiling to herself in a superior way, she caught sight of her reflection in the plate-glass window. Her last year's pencil-slim gray suit hit her just below the knees, and before she knew what she was doing she was giving her skirt a surreptitious yank to make it longer, and pulling in her stomach and flattening her hips so that the skirt would stay down an extra inch or two.

Mrs. Sheldon was waiting for her in front of Podesto's. And after the first flush of greeting Mrs. Holt noticed with dismay that, under her sables, her friend was wearing a navy blue suit that inched toward the floor. There was no lagging little back flare, thank goodness. The skirt was certainly long enough without that, and the waist nipped in, and the hips looked padded.

Mrs. Holt wouldn't have been caught dead in the outfit Mrs. Sheldon was wearing, but she began to wish that she had ordered her new suit, say a month ago, then she could have it on today. She didn't at all like the way Mrs. Sheldon was saying, "Really you look marvelous, Ethel. Your gray is always so becoming."

At the tea room where they ate lunch Mrs. Holt kept

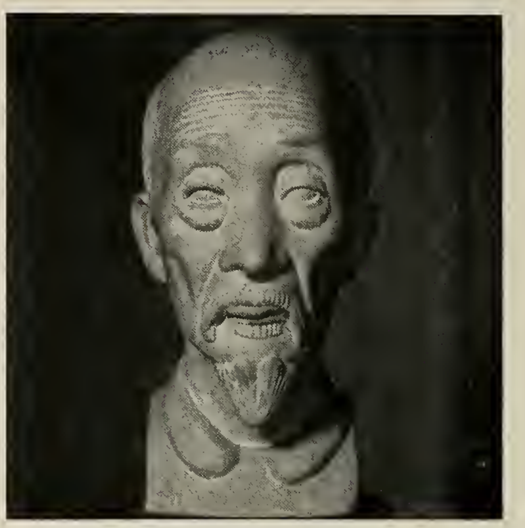
(*Continued on page* 69)



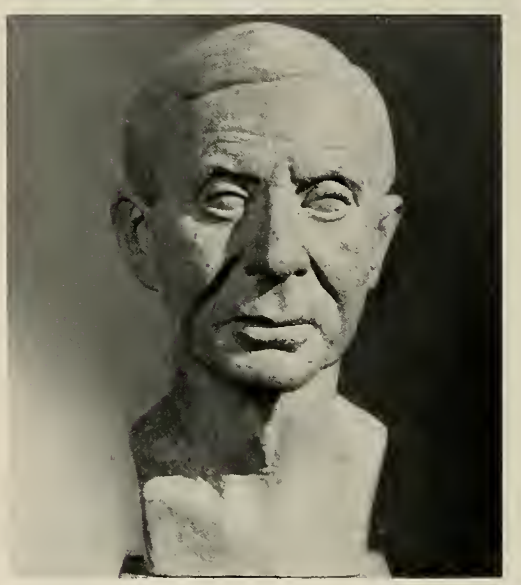
"Ann" is now on exhibition

YOUNG CALIFORNIAN WITH AN INFINITE CAREER

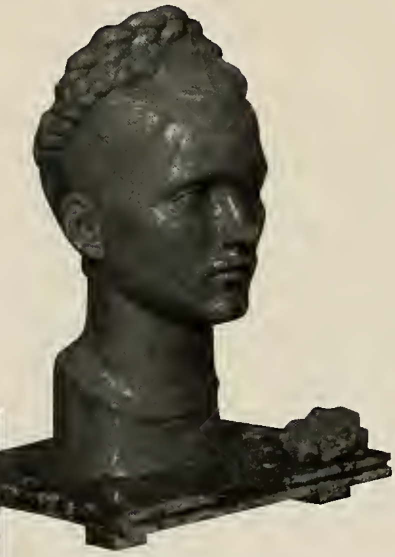
by joseph a. woodrow



"Wing Sing" took f
award at art club sh



Dr. David Banks Ro
. . "The Old Philosop



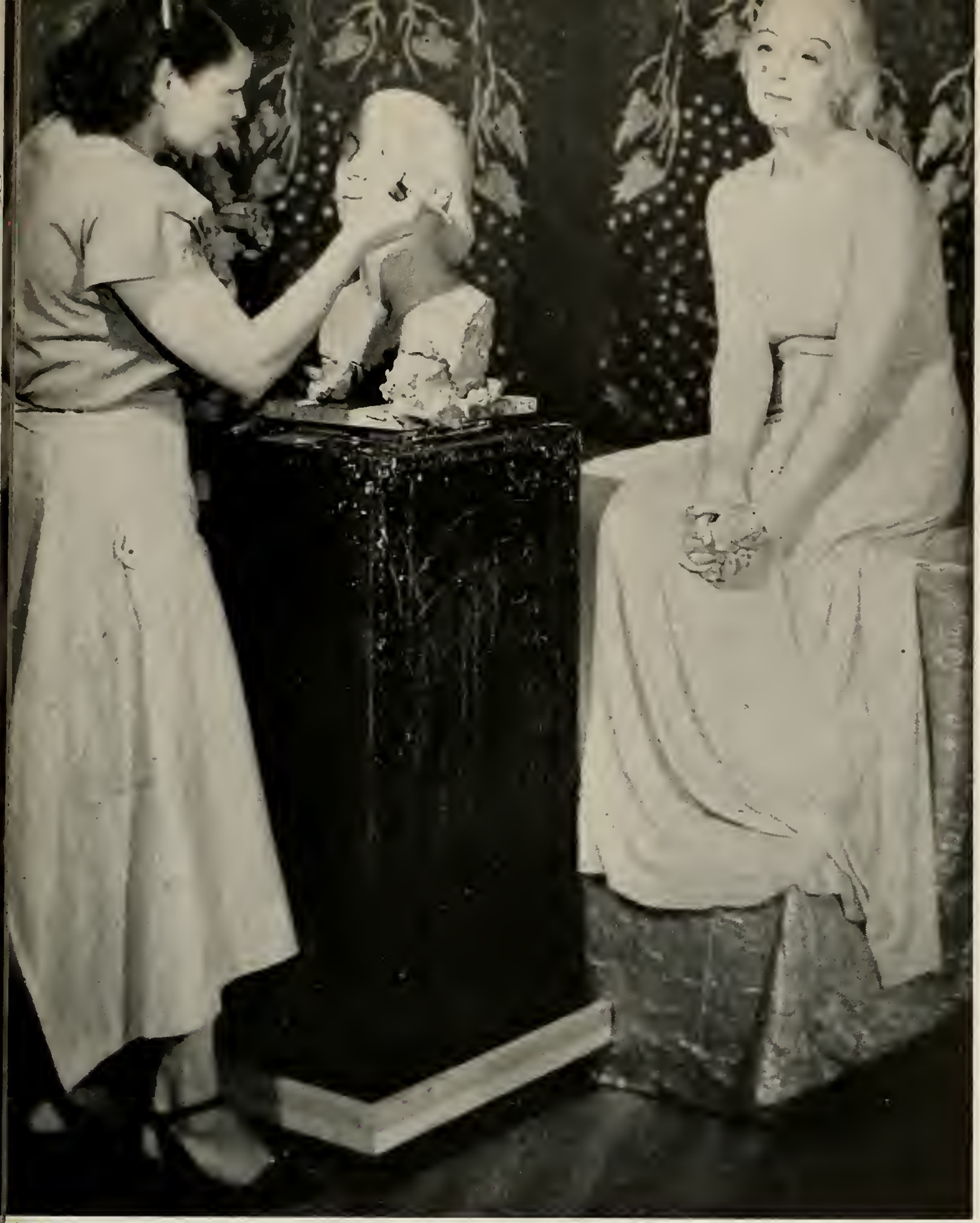
Miss Charlette Meyer

■ Her grandfather laughed as he watched her little hands working so seriously. She had found a box of modelling clay . . decided to do his portrait while he sat still and told her tales of his long life on the sea. "What you are doing now, my child, will remain long years after I am gone."

The ten-year-old was Miss Charlette Meyer of Santa Barbara, descendant of a pioneer California family, whose propensity for working with her hands in clay had been encouraged from first inclination by her mother. Today, after many years of intensive training and study, Charlette Meyer is acclaimed one of California's leading sculptors . . the well-modeled likeness of grandfather is one of her prized possessions.

Amory Simmons of Santa Barbara was her first teacher . . he had just returned from France where he was a student of the famous Rodin. And he was proud of his pupil; his teaching enabling her to win the James D. Phelan award as the most promising young sculptor in California. Then came a two years' scholarship with Alex Archipenko, the noted Russian modernist, for training at Mills College.

Subsequently, Miss Meyer opened her own studio in Santa Barbara to prepare for the many exhibitions that were to follow . . the California Palace of the Legion of Honor in San Francisco; the National Academy of Art in New York City; the Crocker Galleries in Sacramento; the Juaquin Haggin Galleries in Stockton; the many art club contests and private reviews. Alfred Frankenstein of the San Francisco Chronicle said of her exhibition in the Legion of Honor: "Miss Meyer is American



M DEADERICK

The great Ruth St. Denis sits for portrait in clay

charlette meyer

wins recognition as

an outstanding artist

in a community

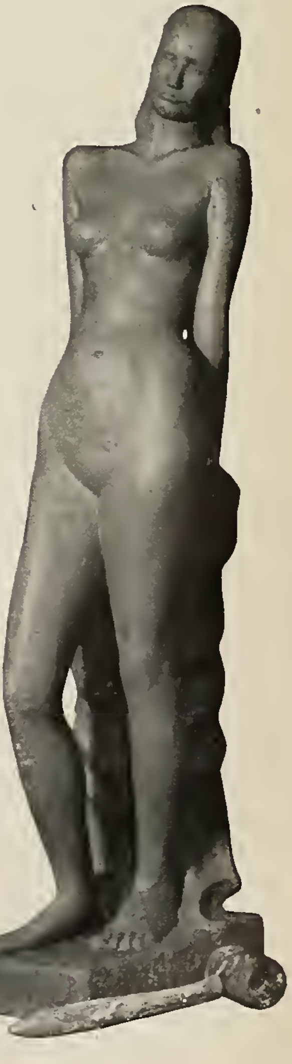
already rich in fame

born and trained, but one would guess from her work that she had gone to school under some of the modern Germans, particularly Kolbe. At all events, an extreme and very deeply moving sensitivity is the keynote of her work. It is delicate and fragile as the most exquisite lyric. and yet there is a strong tension about it, too. She has the rare gift of fusing plastic reality with naturalistic reality, and therefore produces magnificent portraits. But she is equally gifted in figure pieces along classic or semi-abstract lines."

Miss Meyer's unusual portrait of Dr. David Banks Rogers, which she named "The Old Philosopher," caught the eye of many critics and Mrs. Clara Hinton Gould. Mrs. Gould recently presented it as a gift to the Art Museum of Santa Barbara. At the California Art Club show last spring in Griffith Park's Greek Theatre. Charlette Meyer was awarded first prize in sculpture with her Chinese character portrait of "Wing Sing."

Current excitement in her work, however, is the assignment to do a portrait of the internationally known dancing star, Miss Ruth St. Denis. Miss Meyer can speak of little else save her enthusiasm for her subject. her admiration for the high level of art that Miss St. Denis represents. "If my success continues," she declares, "I would like nothing better than to do a portrait of other leading Americans in every phase of art . . the greatest musician, painter, writer. poet, cinema star. And I hope to be able to study in some other country awhile . . preferably South America . . such an exchange of ideas is most beneficial."

(*Continued on page* 68)

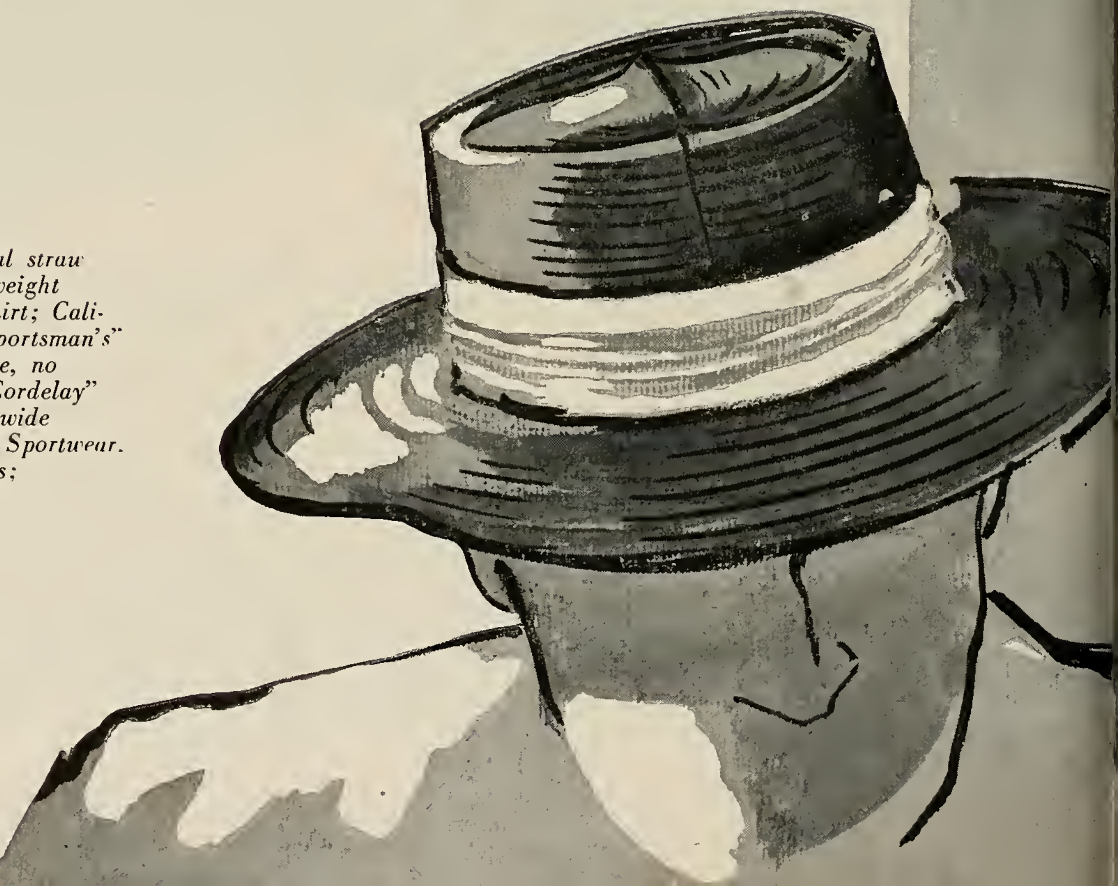


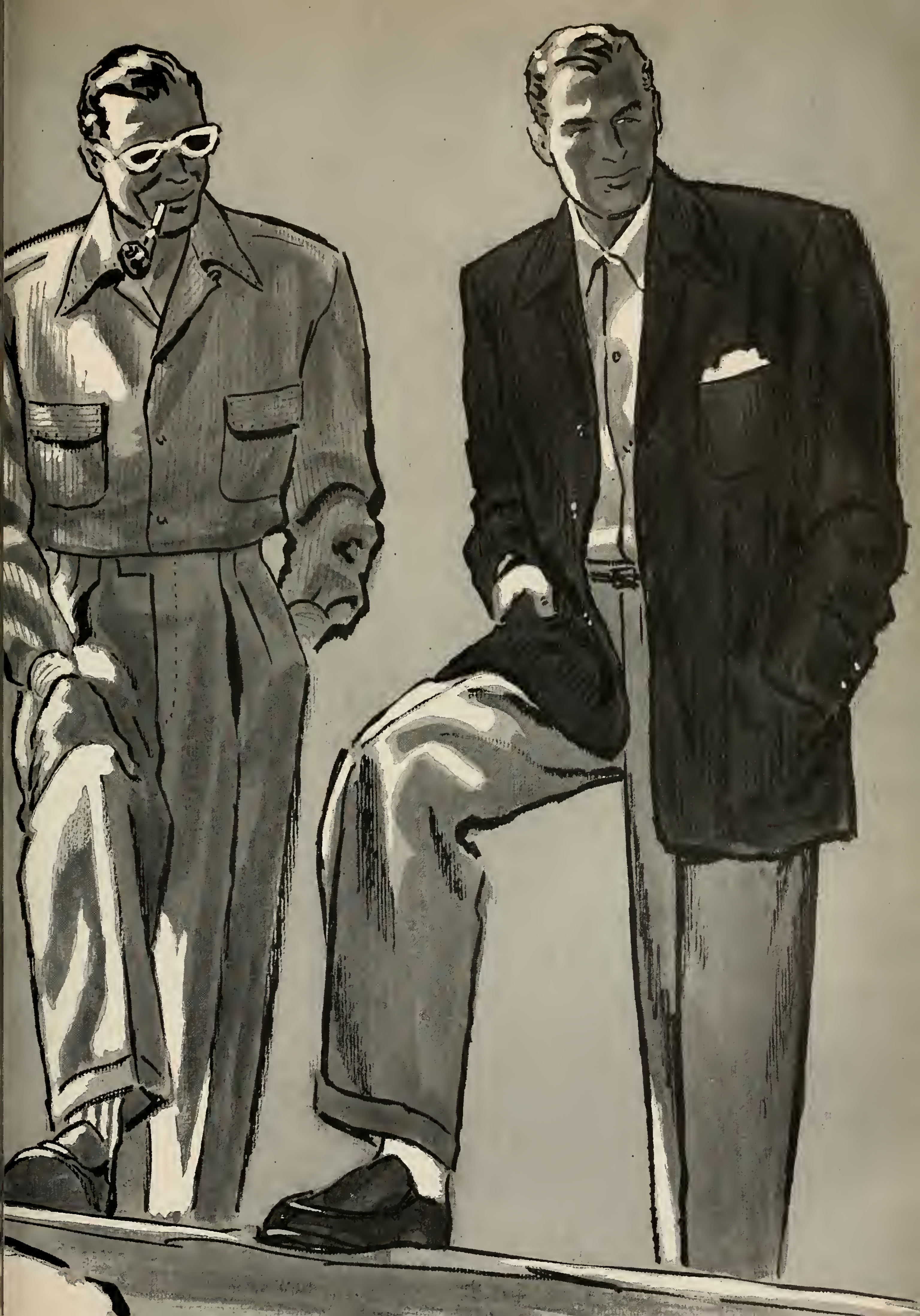
Full figure with the Kolbe touch

Does He Wear Well?

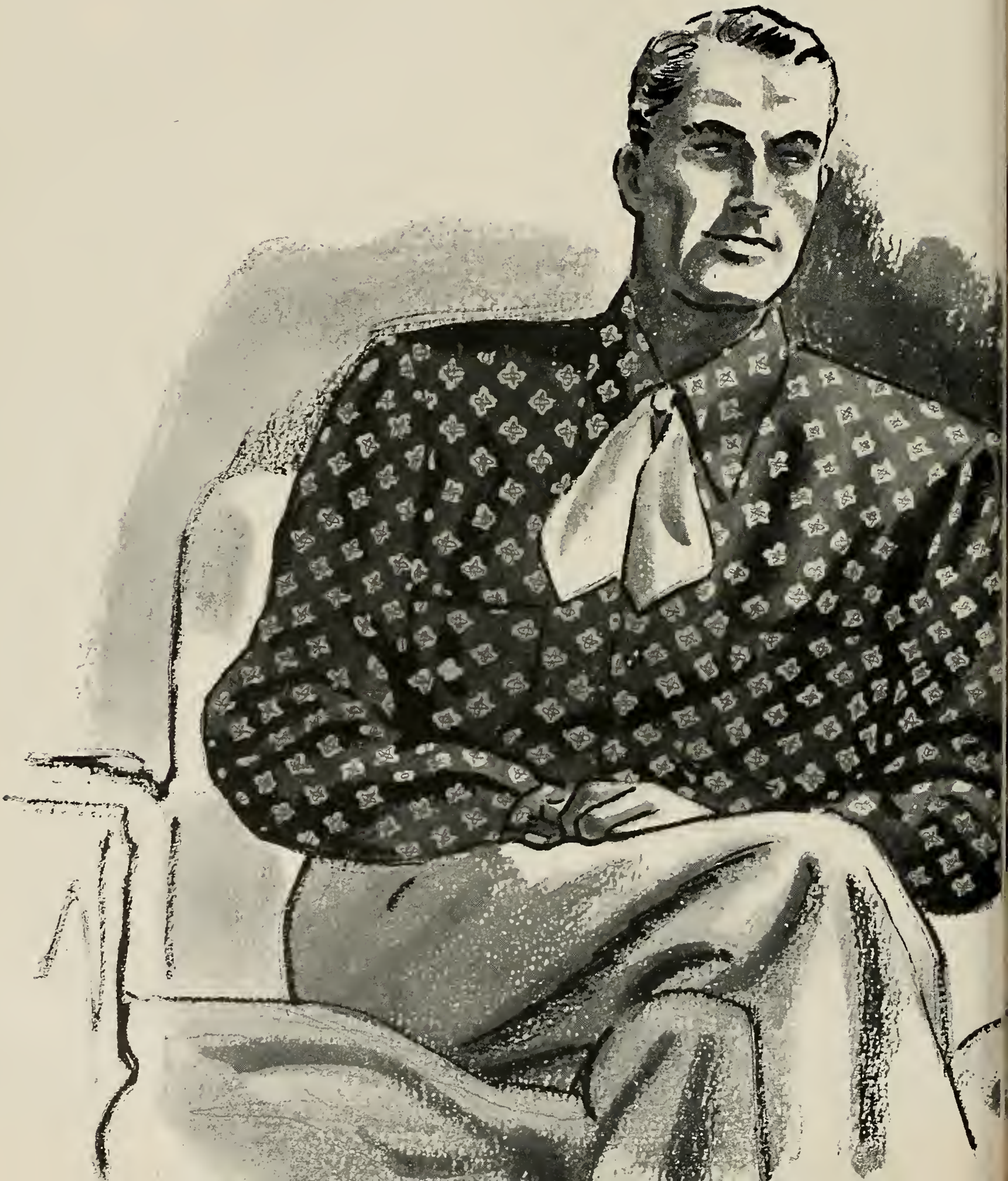
Is he tall, bronzed and athletic? Is he the man you want him to be? If not, maybe he lacks the casual, sophisticated "look" that marks the California Man. Since you are his guiding light, take your responsibility seriously. Make him pay attention to the little details. To comfort. Comfortable apparel makes a man relax, be himself, be poised. For instance: His sportshirts must be comfortable, be neat, presentable when worn either open or closed. There has to be freedom . . . freedom . . . freedom for twist, turn, squirm. Plenty of pocket space, too. Slacks can be stylish. Both of those at right are California-styled, with hand-picking along the seams. The corduroy sport jacket has extra-wide wale cords to take him out of the ordinary. Extra-square shoulders and a full drape add ease and leisure moments . . . Even his hat can have a new touch . . . if *you* want to put it there. The fine straw, below, comes in a wide variety of spring pastel shades . . . it is as light as the proverbial feather. The final touch . . . shoes . . . casual, soft, let every one of his ten toes move, relax, and live!

■ *Dropt-tip balibuntal straw hat by Bailey. Lightweight Bedford "cordaire" shirt; California Casualaire. "Sportsman's" slack has hook-and-eye, no belt; Handlesman. "Cordelay" sport jacket has extra-wide wale cord; Hollywood Sportwear. Soft, ramp style shoes; Casuals Inc.*





BY MALCOLM STEINLAUF



Apropos Of Poise . . .

No matter where you put him, the California man is marked
by his attention to details and his choice
of colorful, casual attire that is definitely Californian.
(Of course, since you really decide these things for him,
the credit is all yours . . . but give him the glory . . .
it's good for his ego.) Here are two good suggestions:
A casual wool challis shirt with neat English patterns
combines the conservatism of the continent with today's
newest masculine leisure shirt style.
Details such as simple, clean lines, generous cut,
soft-roll comfortable collar make up his "new look."
His tie is a vaquero double-ender, a re-creation of the
cowboy neckerchief adapted for leisure time wear by
California's neckwear designers. Put it all together . . .
Yours is a comfortable, casual, sophisticated man:
The California Man of the world.

Casual shirt of wool challis with English print and Vaquero tie by Creveling of California.

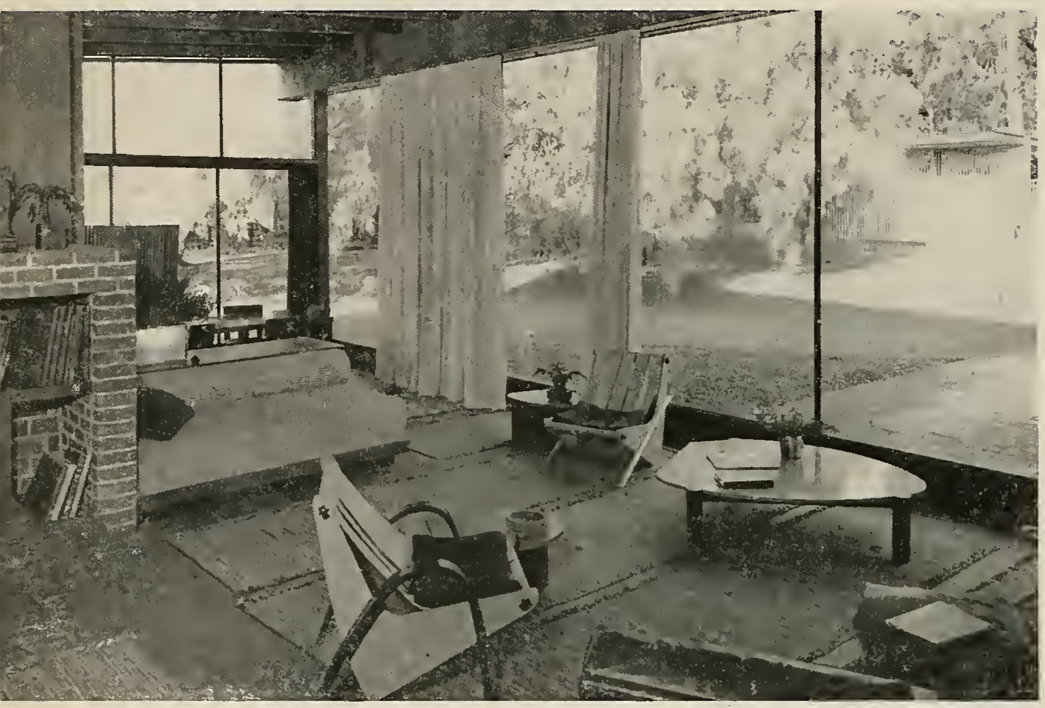
TRUE CALIFORNIA LIVING

SETS A PATTERN FOR THE WORLD

Richard J. Neutr
F.A.I.A.

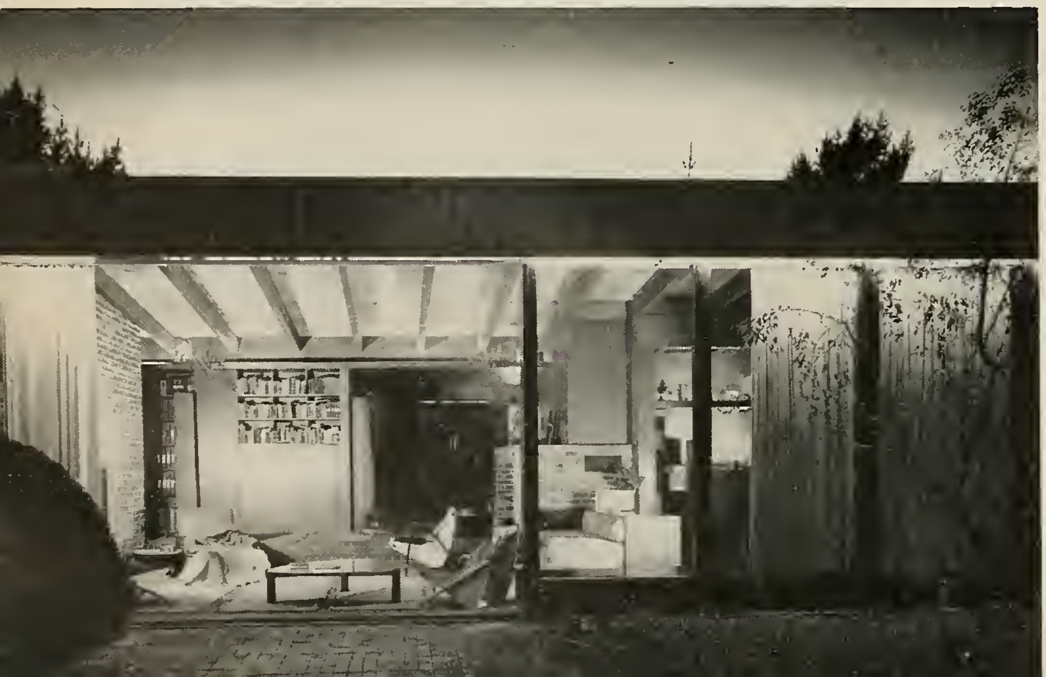
Richard J. Neutra is an international . . a cosmopolitan whose fine examples of architecture have left their mark almost everywhere men build . . and create. An alumnus of the University of Vienna and the University of Zurich. his work has led him to Mexico, South America, Europe and Ja but never too far nor too long from his S California home. His interest in a small ho "the little man" is as avid as his accompli of a fifty million dollar project . . like t pitals, schools and health centers in Puer which he designed and for which he helpe skilled laborers, architects, engineers.

the four-room house of john nesbitt brings the colorful outdoors in



Living room showing sliding glass doors and view toward dining bay. Hand-woven rugs spaced on floor.

Major living area of this California house is revealed in a night detailed view from garden terrace.



by donald a. carlson

Sliding door opens onto terrace

America . . and the world . . have been waiting 150 years for a new type of culture, a new mode of living. Not since the days of the French Revolution has there been a popular variation from the stilted formality of our grandfathers . . until Southern California originated, sponsored and began enjoying a new and enduring California Way of Life.

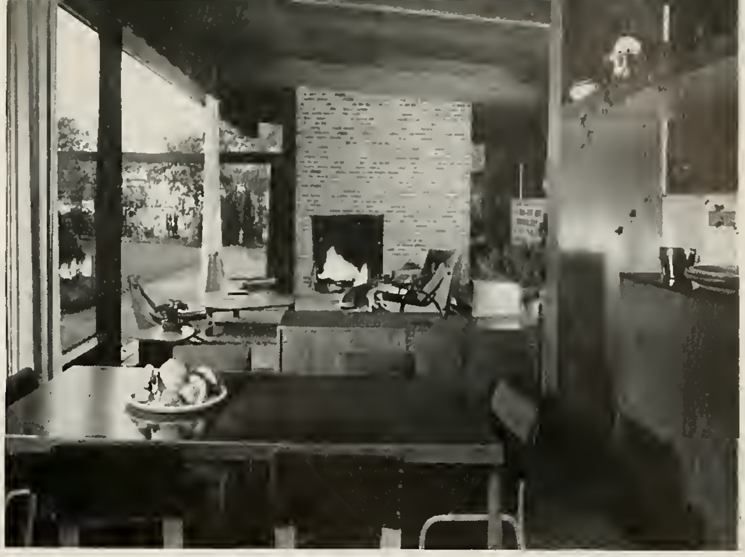
This is the considered opinion of architects, furniture designers and sociologists throughout the nation. And it is the creed, particularly, of Richard J. Neutra, whose four-room house for John Nesbitt, wealthy Hollywood movie producer, has received world-wide acclaim.

Picture, if you can, the owner of a spacious mansion who decides that his next house will be small, comfortable, freer from maintenance, responsibility and worry. A house that can dispense with servants and the antimacassar-like existence he has known . . a house in which his wife easily can do the housekeeping and child-rearing. Gasoline and tires have come back to him since the war, but the city traffic is as thick as apple butter . . he may prefer to enjoy his spacious garden, his cool and restful home, spend spare moments with radio and television broadcasts . . perhaps even a good book again. The love of an unfettered, casual, yet sophisticated, life is what prompted John Nesbitt to build one of California's truly contemporary homes . . for a manner of living that brings the outdoors in . . for an atmosphere of comfortable elegance that has spread from golden California to the New York apartment and the Virginia country home.

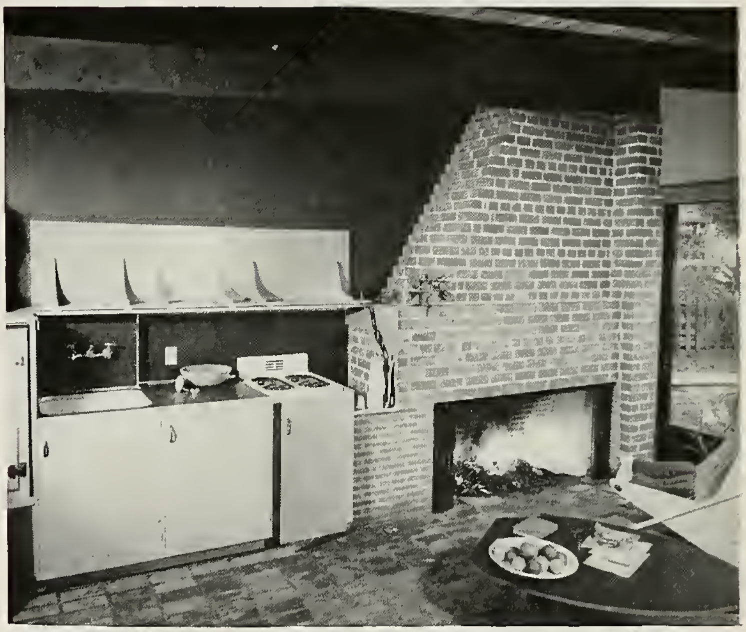
Neutra, the prize-winning architect, will be first to tell you that he did not create a new mode of living . . that he merely recognized it for its importance to your comfort, enjoyment and the low cost of construction. Naturally, the requirements of every family group will vary, but a contemporary house is adaptable to change. It can be enlarged without appearing "tacked on"; the ample use of glass and low partitions between rooms can give opportunity for interesting, utilitarian treatment. It can fit your lust for luxury, without frou frou, like no other structure today.

The Nesbitt house, in fashionable Brentwood, is sturdily built of redwood and red brick. Sliding glass doors extend the living room and the dining bay out into the beautifully landscaped terrace, and on three sides of the living quarters the gardens are in full view. There's no wall between the compact kitchen and the dining bay . . only a partition . . a serving bar to emphasize the overall feeling of space and coziness combined. An entrance detail of beauty is the terrace lily pond that continues right through the plate glass wall into the house! And the ferns, philodendron and other indoor planting are coordinated with the house and as much a part of it as the unique furniture. Here, Neutra designed comfortable, though severe, tables and chairs that require a minimum amount of maintenance. Quaint handwoven rugs partly cover the brick floor, and bookcases, built in, are a combination of decorative brick and wood.

The master bedroom is in redwood, too . . peaceful to the eye . . with large storage closets and drawers beneath a



Dining bay with its serving bar at right personifies the casual living.



Guest house living room is complete with fireplace and clever kitchen.

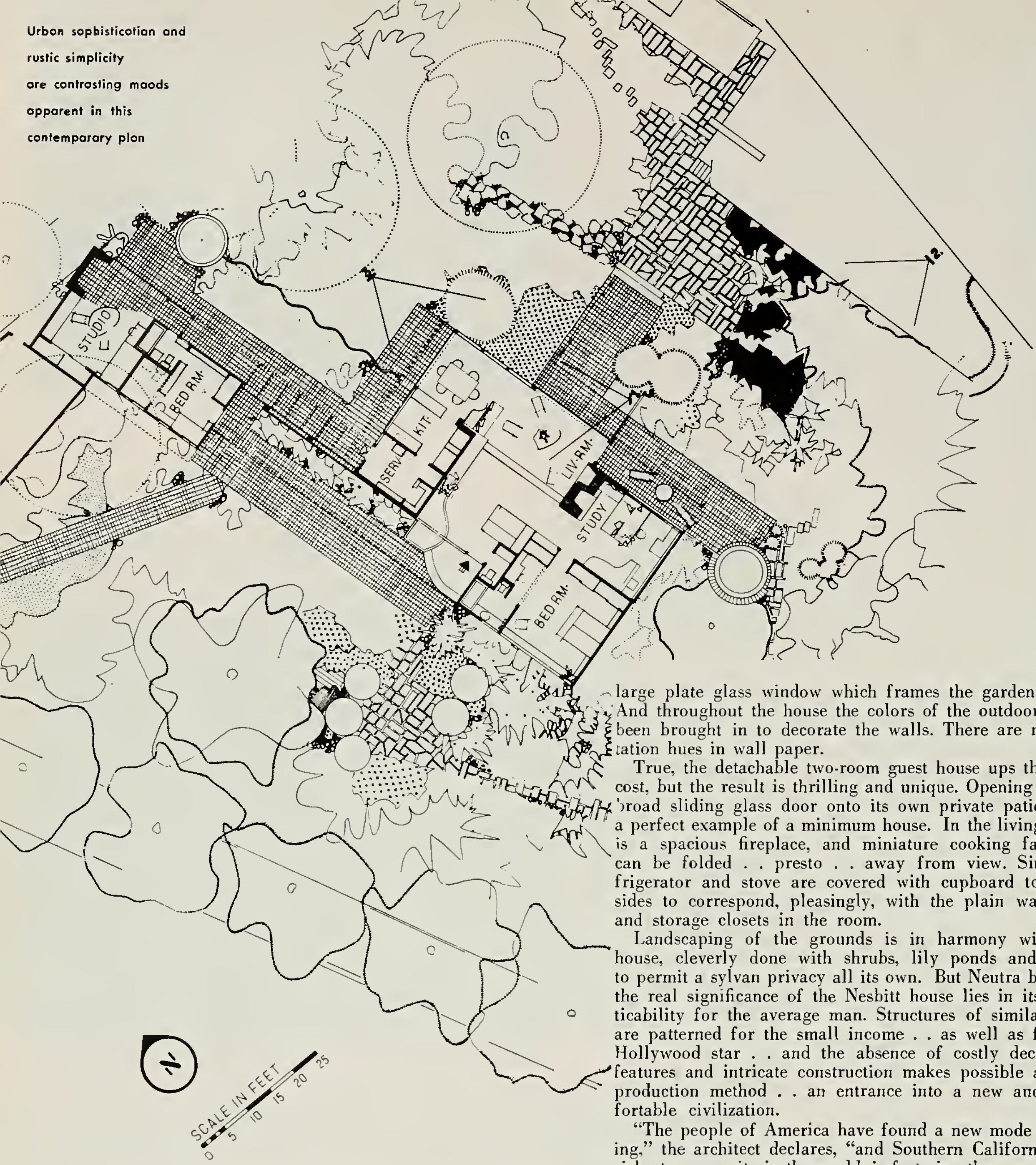
lanting a part of desk

Furnishings simple . . utilitarian

Perfect study for nature lover

Guest house, covered kitc

Urban sophistication and
rustic simplicity
are contrasting moods
apparent in this
contemporary plan



large plate glass window which frames the garden scene. And throughout the house the colors of the outdoors have been brought in to decorate the walls. There are no imitation hues in wall paper.

True, the detachable two-room guest house ups the total cost, but the result is thrilling and unique. Opening with a broad sliding glass door onto its own private patio, it is a perfect example of a minimum house. In the living room is a spacious fireplace, and miniature cooking facilities can be folded . . presto . . away from view. Sink, refrigerator and stove are covered with cupboard top and sides to correspond, pleasingly, with the plain wardrobe and storage closets in the room.

Landscaping of the grounds is in harmony with the house, cleverly done with shrubs, lily ponds and trees, to permit a sylvan privacy all its own. But Neutra believes the real significance of the Nesbitt house lies in its practicability for the average man. Structures of similar type are patterned for the small income . . as well as for the Hollywood star . . and the absence of costly decorative features and intricate construction makes possible a mass production method . . an entrance into a new and comfortable civilization.

"The people of America have found a new mode of living," the architect declares, "and Southern California, the richest community in the world, is fostering the economical, colorful, casual California Way of Life that all of you may enjoy."

ULIUS SHULMAN

dscaping affords full view

Another garden reflection here

A lath house for young plants

■ Dining bay extends through sliding glass partition onto terrace any sunny day . . lily pond goes right into house, too!

■ Master bedroom of redwood provides storage and drawer space beneath large window . . framing beautiful garden scene

CALIFORNIA COOK

Those in the know claim that California has . . besides that well-known everything . . the best Chinese restaurants in the world. They're not excepting China, either. All I know is that a good Chinese restaurant in California can produce exquisite food at a pleasantly low tariff. You'll be sure that the restaurant is good, in the celestial manner, if it's one that the Chinese themselves patronize. You'll be sure that the food is good if you put yourself in the hands of the waiter. Tell him that you want a Chinese meal: Tell him how many dishes you want: Tell him how much you want to spend. You'll dine beautifully.

The Chinese, in California as well as in China, almost always give their dinner parties or banquets at a restaurant. A party in the oriental manner demands a great number of dishes . . at least one for each guest . . and a few extras thrown in. So many of their dishes owe their perfection to last minute cooking that the "cook house" or kitchen has to be well staffed. In Chinese cookery there's no such thing as "too many cooks," but you're just one cook, so try these recipes one or two at a time. Then when you've become expert try this complete Chinese dinner on your friends, borrowing two or three of their hands for that final minute at the stove. All the hard work may be done in advance . . by you.

CHINESE DINNER

Egg Soup with Water Cress
Fried Shrimp — Barbecued Garlic Spareribs
Stuffed Mushrooms — Crab Foo Yung
Asparagus Cantonese
Chinese Peas — Celestial Carrots — Radish Salad
Pickled Turnips
Rice — Tea
Preserved Kumquats — Preserved Ginger
Almond Cookies

In China soup is served not as a first course but during the meal, but the American Chinese usually adopt our procedure of starting the dinner with it.

好 *EGG SOUP WITH WATER CRESS* Heat two cups of rich chicken stock, add a tablespoon of soy sauce and salt if necessary. Taste it. When the soup is boiling actively stir in three beaten eggs and stir like crazy for a minute. Now add half a cup of water cress leaves and cook another minute before serving.

It is with downcast eyes that I admit I can't cook rice in the Chinese manner, though more than one gallant Oriental has tried to teach me. I can, however, cook it until it's white and dry and flaky so that it will shower from the spoon almost as if it were puffed rice instead of the boiled variety. No Chinese would complain, I'm sure, of the results, though he'd lift an eyebrow at my method.

好 *BOILED RICE* Put a cup of rice in the largest strainer you own and wash it under the tap of running cold water, rubbing it between your hands until the wat runs clear. Do this gently though as you don't want break the rice kernels. Now put the drained rice in large pot of rapidly boiling water. (The Chinese ju cover it with an inch of cold water, put the lid on a forget it.) Stand by so that you can test occasionall and the very second you can bite a kernel and find r hardness in the center, drain the rice and run lots of co water through it. Put the rice in the refrigerator ove night and next day reheat it in a double boiler or the oven, covered with a damp cloth. Of course if yo want to use the rice as soon as it's cooked you rinse with hot water instead of cold and put it in a war place, covered, until you're ready to serve it. But try my way sometime.

These delectable little morsels, stuffed mushroom may be done beforehand, all except that last minu simmering.

好 *STUFFED MUSHROOMS* Clean a half pound of me dium-sized mushrooms, removing the stems, and saut them for two minutes in oil. (The Chinese prefer s same oil for cooking purposes, but any bland vegetabl oil will do. Olive oil has too pronounced a flavor. Add a teaspoon of soy sauce and cook another minut Now make a mixture of a cup of ground cooked pork a quarter cup of chopped almonds, a teaspoon of corn starch, an egg white and a teaspoon of Beau Mond Seasoning Salt. Blend well, stuff the mushrooms with th mixture and simmer, ever so gently, in about a hal inch of chicken stock for twenty minutes.

Spareribs rate high with habitues of Chinese resta rants . . they will at home, too.

好 *GARLIC SPARERIBS* Mix together a half cup of honey a quarter cup of soy sauce, a cup of bouillon, four larg cloves of garlic, peeled and crushed with the flat o a heavy knife, and a teaspoon of salt. Marinate the spare ribs in this mixture for four hours, turning occasionally Bake at 450 degrees for fifteen minutes, reduce ove heat to 325 degrees and finish cooking (about an hou and a quarter), pouring off the fat several times durin the process. If you wish you may really barbecue them using your grill.

Eggs Foo Yung is a popular Chinese dish with a many versions as the average kitchen has left-overs. I the following recipe any cold fowl or fish or meat ma be substituted for the crabmeat. The bean sprouts ar available in cans almost everywhere and all fancy gro cery stores now carry canned water chestnuts and bambo shoots. Of course if you are near a "Chinatown," it' worth a trip there for the fresh water chestnuts and bea sprouts.

好 *CRAB FOO YUNG* Mix together a half cup of slice green onions, a half cup of transparently sliced celery a half cup of flaked crabmeat and a half teaspoon o "Essence of Taste." (This is an oriental seasoning— protein derivative—that may be purchased under th name of Mei Yen or Mai Kai. The Japanese used t l it Aji-no-moto.) If you have them, add a half cup h of bean sprouts, water chestnuts and bamboo outs, cut. Add all, or one, or two, or none. But do d the eggs, four of them, beaten. Add a tablespoon flour, too, and a quarter teaspoon of salt. Drop by spoonful onto a hot griddle flowing with oil, and ok until brown on one side, then turn and brown the ier. Serve with the following sauce: Heat a cup of h chicken stock, add a tablespoon of soy sauce and cken with two teaspoons of cornstarch.

Fried shrimps are good in any language but best. rhaps, in Chinese.

FRIED SHRIMPS Shell two pounds of green shrimps, nove the dark vein, wash and dry. Cover with a dry rry wine and allow to soak for twenty minutes, then ain well and dip in the following batter: Beat two g yolks light, add a tablespoon of oil, a cup of flour, half teaspoon of salt and two-thirds cup of milk. Now d the whites of the two eggs, beaten light. Fry the tter-dipped shrimp in hot fat at 370 degrees until a vely brown. Drain them on paper and serve with inese mustard made by mixing ground mustard with le beer until the consistency of thin mayonnaise

中國飯

S CELESTIAL FOOD . . .

CALIFORNIA OR IN CHINA!

Helen Evans Brown

Chinese cookery of vegetables is unsurpassed . . a ct that is admitted by almost everyone . . dieticians, urmets and Francophiles. The reason is that the vege- bles are cooked so lightly that they retain all their ispness, flavor, color and vitamins.

SPINACH IN THE CHINESE MANNER Wash two nches of fresh spinach in several changes of water d remove roots. In a large pan heat a crushed clove of rlic in two tablespoons of sesame or other bland cook- g oil, remove the garlic and add the spinach. Mix well, en cover the pan for one minute. Remove the cover d turn the spinach until all is bright green and lted . . . this won't take more than a couple of min- es. Now add two tablespoons of dry sherry (or inese wine if you should have it) and, if you want hunt it out in an Oriental market, a couple of table- oons of fermented bean cake. (This tastes rather like ripe Camembert cheese and is perfectly delicious, ough not essential to the dish.) Heat, season and rve.

In many parts of California, and in other American ies where there is a Chinese population, one may find those wondrous peas-in-a-pod "Chinese peas". It shouldn't be long before they're available everywhere.

好 *CHINESE PEAS* Remove the ends from the pods as you would from a string bean . . also the strings if there are any. Put the whole peas into a heavy pan with no more water than that clinging to them from their bath. Just before you're ready to eat, add a tablespoon of oil to each half pound of peas (enough for four to six people) and put over the heat. Stir for a minute, add a tablespoon of highly seasoned stock, and cover. Cook for another four minutes, then serve. The peas should be a brilliant green . . a far more intense color than when they were in the raw . . . and the stock should be reduced to nothing.

好 *ASPARAGUS CANTONESE* This asparagus is cut into bits, so it's a fine way to use that skinny green kind that usually sells at bargain prices. Wash the vegetable, remove the tough ends and cut it at a very sharp angle, giving the stalk a quarter turn after each diagonal slice. This gives the asparagus a strangely uniform, yet regular, appearance. Cook the asparagus in oil (a tablespoon to a pound) for one minute, stirring. Now add a cup of chicken stock that has been thickened with two teaspoons of cornstarch and flavored with a little Mei Yen. Cook four minutes more and serve.

好 *CELESTIAL CARROTS* Scrape a bunch of tender young carrots and cut in long, thin diagonal slices. Cook them in a tablespoon of oil for one minute, then add a half cup of vinegar, a half cup of sugar, a half teaspoon of salt and a half cup of water in which a teaspoon and a half of cornstarch has been dissolved. Cook for three minutes more, then add a green pepper that has been cut in pieces as nearly as possible the size and shape of the pieces of carrot. Cook one final minute and serve.

Although the Chinese don't serve salads as such, they have several dishes that might well fit into that category.

好 *RADISH SALAD* Select good-sized radishes, remove stems, scrub well, but do not peel. Cut each radish in half, arrange them on a board cut-side down, and roll them lightly with a rolling pin . . just enough to split each radish. Make a dressing with a tablespoon each of vinegar, oil, soy sauce and sugar. Let the radishes stand in this sauce at least a half hour before serving.

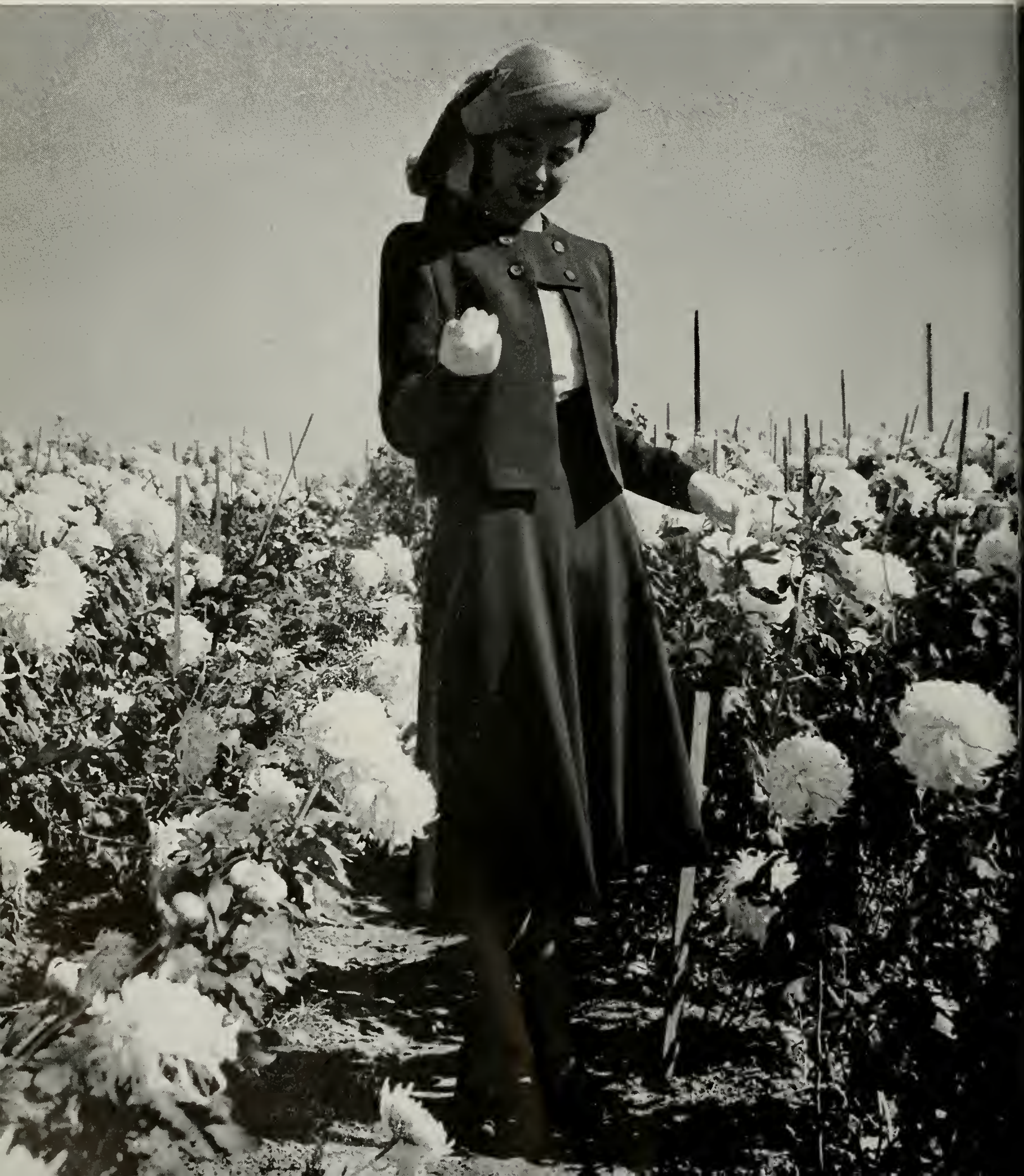
Another Chinese "salad" is one that you'll want to serve at other times.

好 *PICKLED TURNIPS* Use a pound of small white turnips. Peel and slice them very thin, then sprinkle with salt, rather heavily. Allow them to stand overnight, then next day saute them in three tablespoons of oil for three or four minutes. Add two tablespoons of vinegar, salt to taste and a crushed clove of garlic. Chill, remove garlic, and serve.

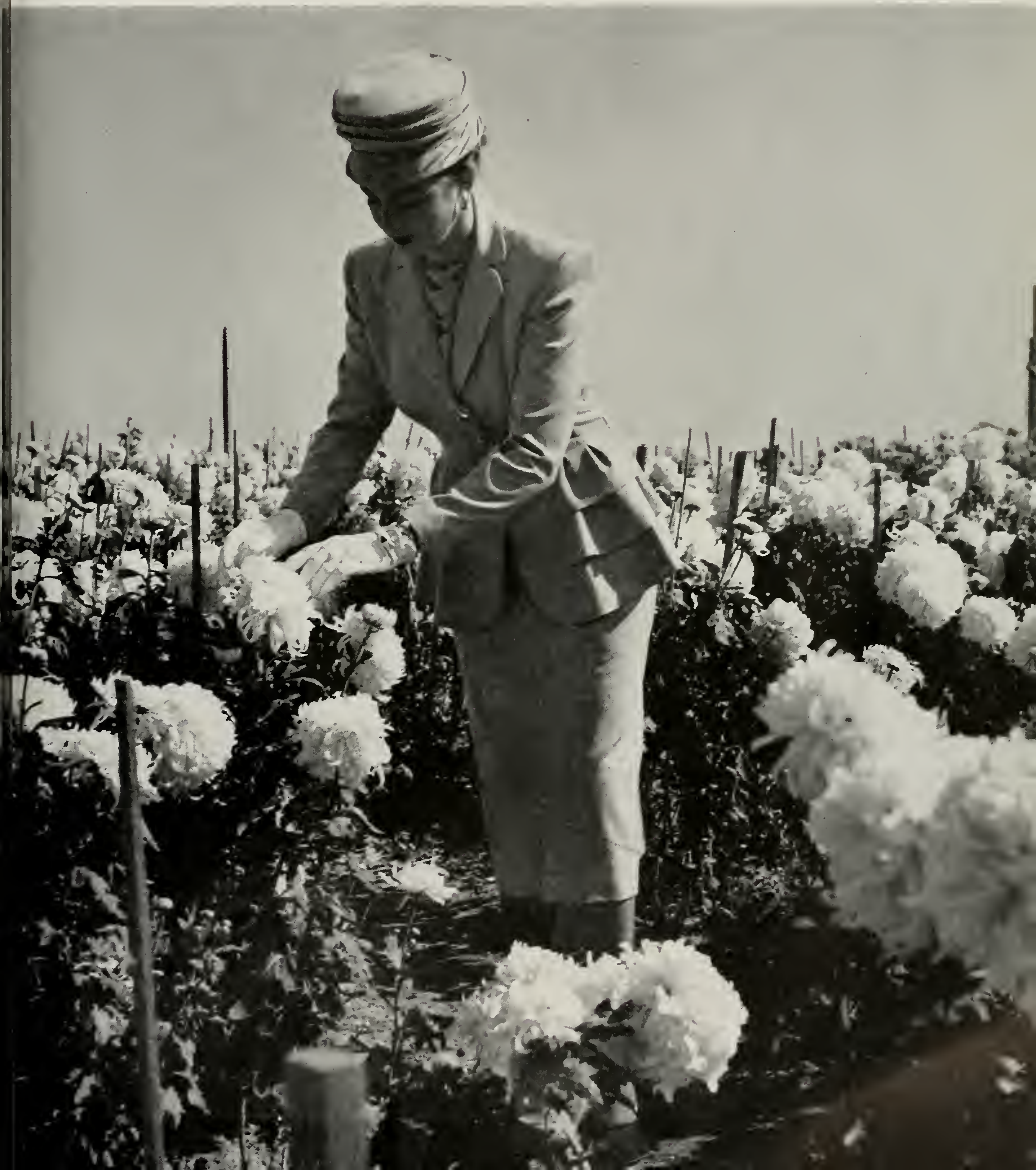
There, then, is your Chinese dinner . . all except the tea and the "dessert". Have the tea hot-hot-hot and have it a jasmine tea served without cream, sugar or lemon. The preserved kumquats and ginger may be purchased anywhere and the almond cookies are available in all Chinatowns. If you have no Chinese district near you, make some shortbread, cut it in rounds, and top it with half a blanched almond. Your dinner ought to be good. If it isn't you could emulate the Chinese and blame the "kitchen Gods". Or you could blame me.

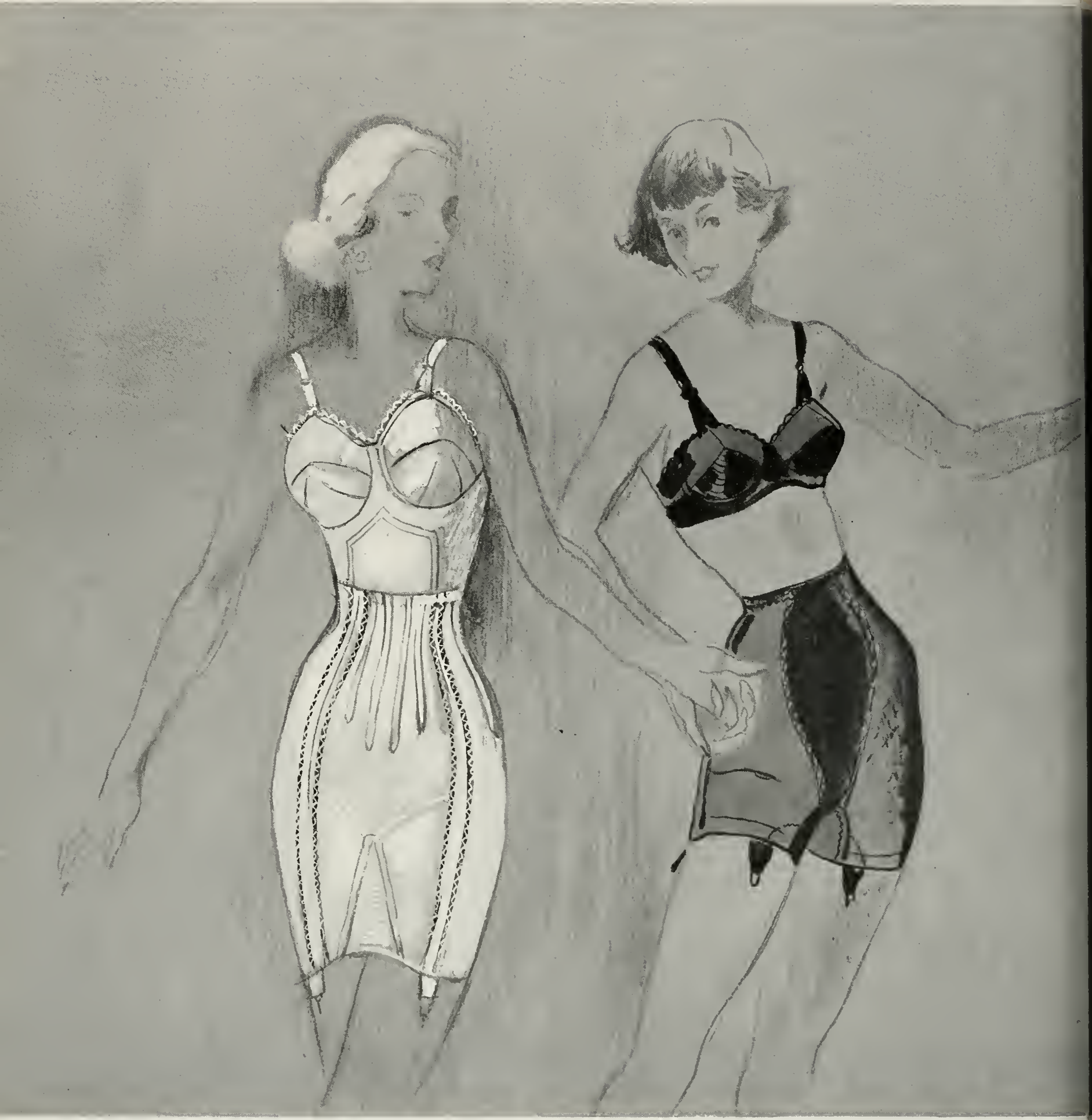
好吃 好喝

He loves me, loves me not . . . he loves you in your romantic suit in Botany Marchan by Dan Gertsman . . . tiny box jacket with unique four-button closing, high-riding skirt. For dates, for town, in sizes 9-15, 10-16, about $45 at The Bon Marche, Seattle.



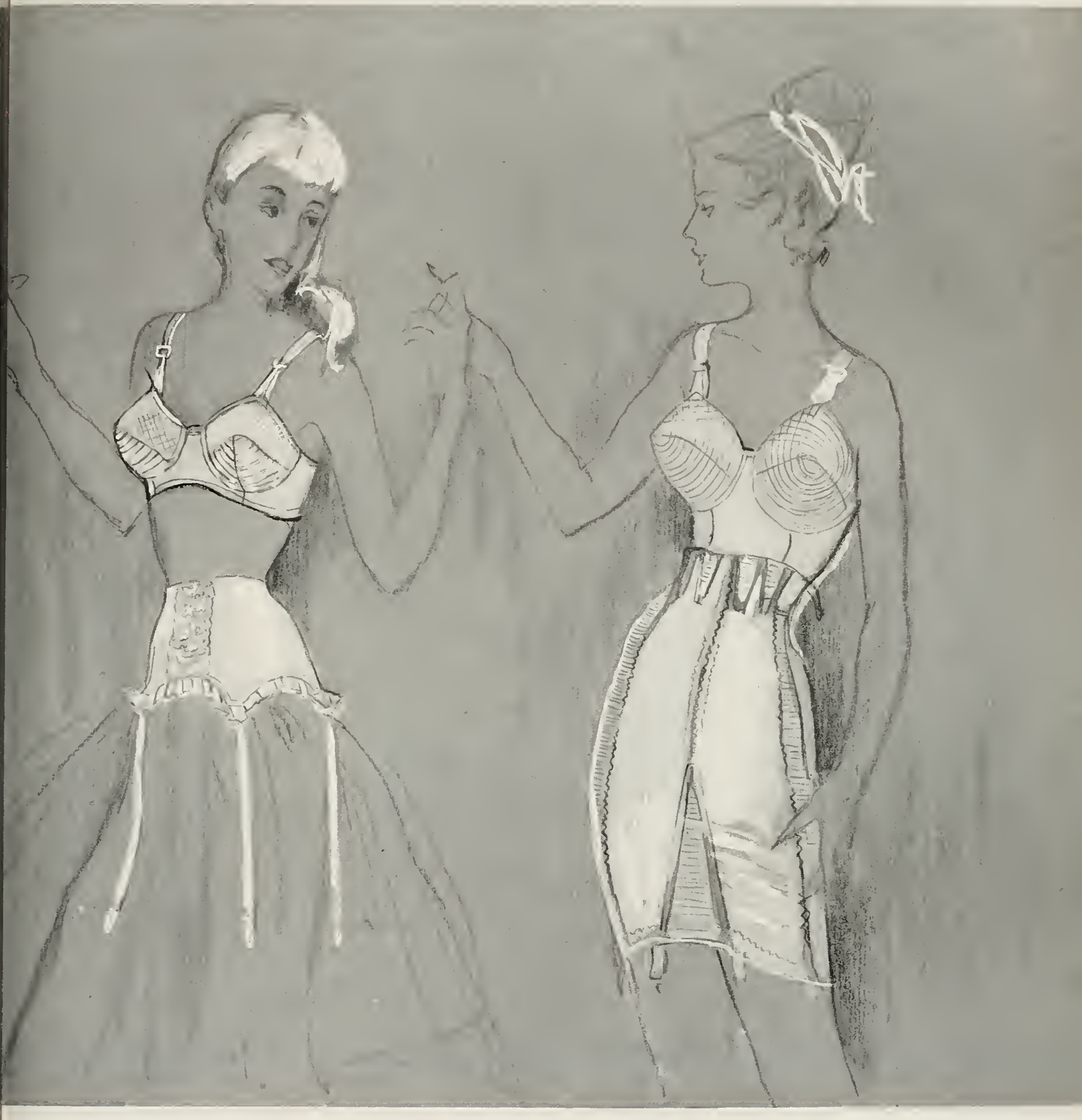
Spring is a mood, a flower, a new and exciting spring suit to help the leap year lady attain the love of her life . . . man, mood or money. Softly tailored gabardine by Loumarc of California . . . sizes 10-18, about $85 at J. J. Haggarty, Los Angeles. Weyman hats.





Slim SILHOUETTES ARE ASSURED WHEN YOU WEAR A LONG LINE BRA OF SATIN BY NEO-LEA. AN ARTFULLY BONED WASP-WAIST GIRDLE BY REMEY OF CALIFORNIA.

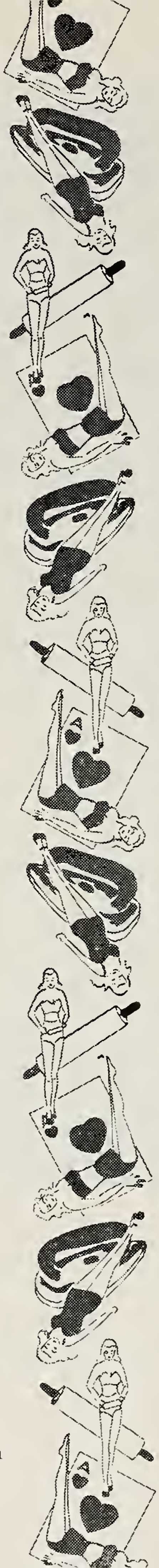
Lithe AND FREE IS HOW YOU'LL FE WHEN YOU CHOOSE A "DREAM FIGUR BRA BY SHO-FORM. A GIRDLE OF LEN AND LASTEX BY DAMSEL OF CALIFORNI



Free AND EASY . . . SLENDER WOMEN WILL WANT A MATCHING BRA AND GARTER ELT OF NYLON MARQUISETTE. BRA LINED WITH NETTING; SIDLEY COMPANY.

Firm FEELING PLUS COMFORT IS ASSURED WHEN IT'S A LONG LINE BRA BY MALIBU. NEV-R-OLL TOP GIRDLE OF POWER NET BY CALIFORNIA FOUNDATIONS, INC.

HERE ARE FIVE EXERCISES
DESIGNED TO REDUCE
YOUR WAISTLINE . . TONE
YOUR MUSCLES AND
IMPROVE YOUR APPEARANCE



Wasp Your Wais

by Edna Charlton

SEVENTY-THREE percent of all American women, we're told, are h
ing waistline trouble. Ready to spring into spring, and hoping to be c
plete with the new swim slim look, we're thinking it's time to worry ab
your waistline. Here are some excellent home remedies for the bulges,
put on your last year's shorts and get ready to split a seam.

If you like to be reinforced by musical accompaniments, try the la
version of "Too Fat Polka" for suitable inspiration, draw a deep bre
and stretch out flat on your back on the floor.

Exercise number one sounds like an easy, so stretch out long-and-le
arms flat at your sides, and s-l-o-w-l-y, s-l-o-w-l-y raise your legs up fr
the hips, with knees unbent and ankles together, until your body is cut a
sharp right angle through the middle. Hold your legs up for a count
five, supporting your hips with your hands if necessary, then s-l-o-w-
s-l-o-w-l-y let the legs down. Here's another count-of-five to rest, and th
repeat the procedure. Do this one ten times, and then you're allowed a f
minute rest period.

The next exercise also starts from flat-on-the-back position. Cross yo
outstretched right leg over the left, and put your right foot down and
as far as it will go. Your left hip must not be raised from the floor. P
hard across the right hip. then bring the right leg back to starting positi
Repeat with the left leg.

A third exercise, special favorite of card fans, is called Fifty-two Pick-u
All that's needed is a deck of playing cards for a prop. Grasp the de
firmly in one hand, then toss the whole pack over your "exercise roo
floor. Walk over to the nearest card, lean from the waist, and pick up t
card, without bending your knees. and keeping your legs as close together
possible. Straighten up, walk to the next card, bend and retrieve, a
straighten again. You're a real martyr if you include the joker and
crease this game to Fifty-three!

Fourth is another exercise requiring a prop. This time, use your elect
iron. Stand up straight, holding the iron in your right hand at waist lev
Let your arm drop gradually down. Then thrust it downward with all t
force you can muster. But do not bend your waist. Now snap the ir
up to waist level again. Repeat six to ten times with each arm.

Fifth exercise employs the old-fashioned rolling pin device. Hold t
rolling pin firmly in both hands, and simply roll away from waistline
hipbone. ten rolls to the left, then ten rolls to the right. Repeat these
ercises four nights a week, and you'll be surprised, come Easter, at t
trim new you.

P. S. In case all else fails . . . go to your favorite department st
and ask for a bathing-suit corset. Honest, they're on sale this season!

an Diego

ontinued from page 35)

January 1, 1916, a thin whisp of smoke ralled up from the tank as thousands of xious farmers watched. No rain came, so tfield tripled the chemical solution. The began to cloud and the rain started. That s fine, except that no provision had been de to stop it. By January 27 it still was ning and the water rushed over the Morena m, down Cottonwood Creek into Barrett ke. It pushed on down Dulzura Canyon o little Otay Lake until the dam holding ck its waters from the city cracked under tremendous pressure. Millions of tons of ter washed away homes, farms and people. n Diego was isolated from the rest of world except by sea, and food was sent wn from the north by steamer.

Hatfield made it out of town just ahead the angry farmers who then turned their ath upon the city council. Law suits finally re settled for $50,000, but Hatfield didn't get cent. His bill for $10,000 sent by mail to e council was turned down, and a later l for $1800 for expenses also was refused. tfield's offer to refill Otay Lake after the m was repaired . . well, that went unswered.

Closely tied in with San Diego's economic e today is an adequate and dependable rce of water. Through unified community operation, water has been brought to the a from the Colorado River, a distance of arly 300 miles, in a volume sufficient to et immediate demands. And already plans e underway for expansion. The aqueduct at was built from the Colorado, and for ich the city will pay most of a $15,000,000 ll over the next 30 years, can be doubled m present capacity.

San Diego's entry into the aviation field gan with John Montgomery's historic flight 1883 . . many years before the Wright others' accomplishment at Kittyhawk. ontgomery, poised in a glider of his own sign and construction, flew on the first conlled flight a distance of 400 feet. This s followed by Glen Curtiss' famous hydroane test in 1911. Charles Lindbergh's "Spirit St. Louis" was a Ryan monoplane built San Diego in 1927. Consolidated Aircraft ved to San Diego in 1935, and today, as e Consolidated-Vultee Corporation is one of e largest producers of private, commercial d military planes in the world . . currently testing the XC-99, the largest landsed airplane.

The city's two international expositions in 15-16 and 1935-36 did much to gain favorle publicity and stimulate the area's eomic growth. Agriculture for a time was n Diego's only industry. The climate, with warm, even temperature, is ideal for the ising of citrus fruits, sub-tropical fruits, getables, field crops and cut flowers, and e annual value of the agricultural crop is ore than $50,000,000. And whereas the hide d tallow trade and whaling industry were major importance in the early days of n Diego, they have been replaced by the rcraft industry, shipbuilding, fishing, canng and much light manufacturing, with an gregate payroll of $55,000,000.

Fourth item, and naturally, is the annual urist trade, which has a habit of approxiating $40,000,000. Possessing "the finest imate in the country," a close proximity Old Mexico, miles of fine beaches, and enic backcountry, San Diego plays host to ore than a half million visitors each year.

With all this temptation to play, one might onder if San Diego has any civic backbone all. And, at times, it does seem that they want to eat their cake and have it, too." hey are anxious to have public transportaon serve their section, but want the vehicles run on the next street over. They think e great Mission Bay project is wonderful, ut object to the commercialism necessary make it self-supporting. They all agree that ublic buildings should be centrally located, but want them in some other fellow's backyard.

This attitude has brought about controversies among various groups, individuals and the city government. But at the same time it has fostered the practice of real democracy and has brought on a greater awareness, a stronger, more ardent will among the citizenry to build a better community. This added vitality should lead to many improvements, such as more exclusive shops, tearooms in the department stores, a variety of good nighttime entertainment, a civic auditorium and a symphony orchestra . . all nonexistent or inadequate today.

Despite the continuance of the years-old battle between the "geranium growers" and the "smokestack builders." San Diego put on weight during and after the war. It is not the fatty kind that slows down the heart, but good, solid muscle. Yet, with all this virility and promise, San Diego has none of the convex belligerence of Los Angeles; nor the prim self-satisfaction of San Francisco. Somewhere inbetween lies the heart of San Diego's civic being . . action planned for the good of all and backed by unity, confidence and vision.

Tourists are loud in their praise of San Diego's many attractions. First of all, if they're the outdoor type, San Diego is a year 'round playground. The surf runs up sparkling beaches from Torrey Pines Park to the Silver Strand. With two bays and an ocean on which to sail, yachtsmen are presented with twelve months' invitation to "reef the mainsail and starboard the helm." Racing is held every weekend with large regattas scheduled frequently. Power boats and pleasure cruisers churn the waters of the bays with skiers streaking behind them on their slats.

And San Diego is a fisherman's paradise. The waters off Point Loma, La Jolla and at the Coronado Islands, 16 miles to the southwest, abound with yellowtail, sea bass, tuna, barracuda, sheepshead and mackerel. From March to October a dozen live-bait boats carry anglers on daily trips to the fishing grounds. During the remaining months of the year these boats operate on reduced schedules, fishing with cut-bait for sea bass and bottom fish. Big-game fishermen charter boats in the late summer months to seek out the mighty Marlin, and are rewarded with catches ranging from 100 to 300 pounds.

San Diego's many beaches offer the surf fishermen excellent opportunity to test their skill, while the backcountry lakes are a haven for the freshwater type. The lofty peaks of San Diego County's mountains are blanketed with sufficient snow during part of the winter season to attract skiing and tobogganing enthusiasts to the Laguna and Cuyamaca resorts. Tennis, golf, lawn-bowling, shuffleboard, roque, archery, badminton and numerous other recreational activities are available throughout the year.

Enveloped by the city's spreading residen-

Always popular with tourist and resident alike is Mission San Diego De Alcala, the first of the famous twenty-one. Built in 1769 by Fra Junipero Serra, it marks the beginning of the highway El Camino Real.

The Story of San Diego

tial areas are the 1400 acres of Balboa Park. A place of great natural beauty, the park has been the scene of the two expositions whose buildings remain today as outstanding examples of Spanish Renaissance architecture. Presided over by California Tower with its 32-note carillon. Balboa Park contains one of the finest of Fine Arts Galleries and the Spreckels Pavilion in which is located one of the largest outdoor pipe organs in the world.

Two hundred acres are taken up by the world-famous San Diego Zoo. Housing more that 2800 specimens in a man-made jungle, the zoo is renowned for its barless grottos, shaded cages, sightseeing buses and special classes for the school children.

El Cabrillo National Monument and the Old Spanish Lighthouse are prominent on the tip of Point Loma where the land drops sharply to the ocean 400 feet below. And at the foot of Presidio Hill is the Serra Palm, planted by Father Junipero Serra in 1769. It marks the southern end of El Camino Real, the famous mission trail from San Diego to Sonoma that links the 21 secular establishments and what today is principally the vast and scenic highway of California's west coast.

A short drive up Mission Valley is Mission San Diego de Alcala which is kept in an excellent state of restoration. Its bell tower and gardens are among the best of the missions, and mass is said every Sunday in the long, narrow central chapel. Below the mission is a monument marking the spot where Father Jayme, the first California martyr, was killed by the Indians. Remains of the old Padres' dam, built by hand to provide water for the mission, are still in the valley, evidence of the long struggle for water that has been San Diego's problem.

San Diego is a place that can be looked at long and hard. At La Jolla is the Scripps Institute of Oceanography with its interesting aquarium and marine museum. On the ocean side of Point Loma are the Sunset Cliffs where the Pacific's persistent pounding has carved graceful statues in the rocks. Along the mile and one-half Embarcadero, emblazoned by the alabaster Civic Center, are hundreds of fishing boats . . for this is the home of the tuna fleet. San Diego canneries pack two-thirds of all the world's tuna, and the boats, ranging in size from huge clippers to small net boats, line the Embarcadero while in port for repairs and provisions.

Water skiing . . thrilling sport . . is a favorite with San Diegans on the boys' smooth water.

Sixteen miles south of San Diego is the Mexican border town of Tijuana, where import shops and novelty stores are set up to attract the American tourist. Tacos and enchiladas are sold by street vendors. Sleepy burros pose impassively for photographers to snap pictures of the Americano in sombrero and serape . . a must for the visitor who delights in recording every moment of his trip. On Sunday the Hipodromo de Tijuana echos with thundering hoofs as the track carries on the only year 'round horse racing program in North America. Jai Alai, the popular Basque sport, and often called the world's fastest game, is played several nights each week in a new million dollar Fronton.

Entrance into Mexico from San Diego is a routine matter for American citizens and the international border is always open to the dusty little town.

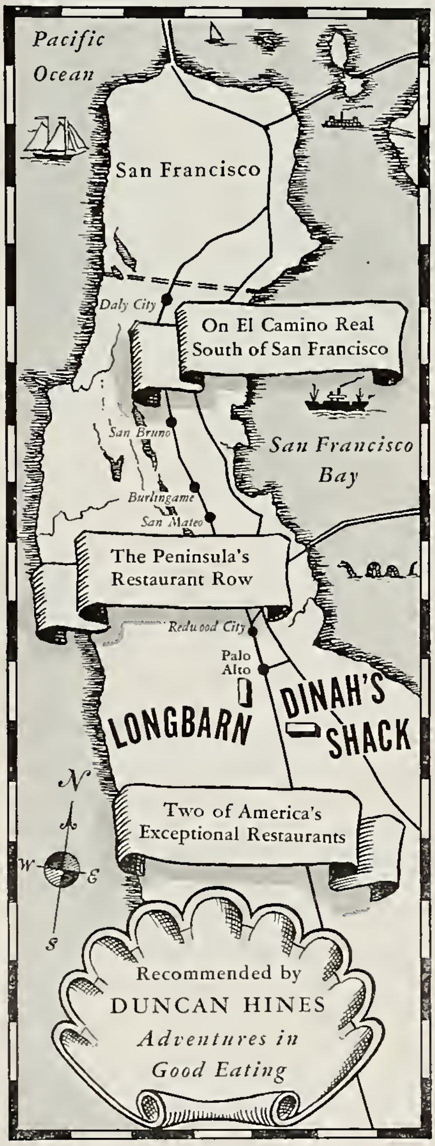
San Diego's vast military installations al
are easily accessible to visitors. A two-ho
ride in the "Silvergate" takes them on
25-mile tour of the harbor, past Navy pier
repair and amphibious bases, North Islar
Air Station, the largest permanent nav
training center in the nation; and the Marin
Corps Training Base. Here are anchored ai
craft carriers, cruisers, destroyers, submarin
and many auxiliary ships. On Saturday afte
noons and all day Sunday the air station
North Island is open to the public, and the
may view a parade of Marine Corps uni
every Friday afternoon. On weekends, excep
when operating schedules interfere, Navy ve
sels are tied up for public inspection at tl
Navy and Broadway piers.

The city has a cultural consciousness th
is well-established and rapidly developin
Starlight operas are presented out-of-doors i
Wegeforth Bowl. Crowds bulge Russ Aud
torium to enjoy the current plays and leadir
concert artists. Community sings are hel
weekly in Balboa Park, and a radio foru
discusses current subjects of national interes
At the Old Globe Theatre in Balboa Parl
replica of the famous London showplace
Shakespeare's day, series of plays are give
by local professionals; and during the sun
mer a group of Hollywood stars make the
headquarters in La Jolla's Playhouse.

San Diegans like their living comfortabl
They approach such things as the "new look
with comfort as a yardstick. The pace
casual and the mood of the moment dictate
the style. Their tastes are varied, with notl
ing highbrow. They like rodeos and midge
auto races; baseball and horse parades; se
food at Anthony's or a look at the city fro
the Skyroom of El Cortez. They like to rid
through the rolling backcountry of San Dieg
County to Palomar Mountain for a look at th
world's largest observatory; they like thei
climate; they like patios and outdoor barb
cues. They like the California Way of Lif
. . . the comfortable way.

TRIP TEASE

How dazzling the azure lakes,
  The snow-capped mountains high.
The rainbow canyons broad and deep
  Which meet my eager eye.
The virgin forests green and lush.
  How beautiful to see . . .
In Travel Bureau Circulars
  My husband brings to me!
—Addison H. Hallock



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THE RESTAURANTS

IN LOS ANGELES

AMBASSADOR—3400 Wilshire Blvd., Los Angeles. World-famous Cocoanut Grove open every night except Monday. Saturday afternoon tea dancing. Dinners from $3.25. Cover $1, Saturday $1.50. Rouben.

DON THE BEACHCOMBER—1727 North McCadden Place, Hollywood. *Fried Shrimp, Rubaki, Barbecued Spareribs, Mandarin Duck, Chicken Almond.* Dinners from $3. Closed Sunday.

BEVERLY HILLS HOTEL—9641 Sunset Blvd., Beverly Hills. Palm Room open Thursday, Friday and Saturday nights with dancing. Thursday buffet, $3.75. Dinner a la carte from $1.75. Good food and you might see a movie star.

BILTMORE BOWL—515 South Olive St., Los Angeles. Best place downtown for good food and good music. Two-dollar dinners, nominal cover charge and two floor shows. Closed Monday.

BIT O' SWEDEN—9051 Sunset Blvd., Los Angeles. On the famous "Strip." Good food, reasonable prices, smorgasbord. Fine for tourists.

BUBLICHKI—8846 Sunset Blvd., Los Angeles. A bit of Russia on the Strip. *Cutlet a la Kieff, Filet Mignon a la Stroganoff, Caucasian Shashlik, Russian Blini.* Dinners from $3. Hostess, Jasmina.

CASA LA GOLONDRINA—35 Olvera St., Los Angeles, "the first brick house in the city." Historic Mexican cafe. *Arroz con Pollo, Enchiladas, Tacos.* Dinners from $2. Alfreda. Closed Sunday.

CHAROUCHKA—8524 Sunset Blvd., Los Angeles. Another bite of Russia on the Strip. Mamma and Papa, "your hosts," excel with atmosphere, food and soothing music. Closed Monday, and prices high.

CHASEN'S—9339 Beverly Blvd., Beverly Hills. *One of the best in the West.* Excellent cuisine and plenty of celebrities. *Expensive.* Closed Monday.

CIRO'S—8344 Sunset Blvd., Los Angeles. On the Strip and luxurious, with name bands for dancing. Expensive. Celebrities, sometimes.

EL PASEO—51 Olvera St., Los Angeles, and especially fine for tourists. Typical Mexican food, nice surroundings; dinners from $1.25. Open 12 to 2, except Wednesday.

HOUSE OF MURPHY—La Cienega "Restaurant Row" at Fourth Street, Los Angeles. *Madame Begue's Chicken Creole, Hamburger and Onion Rings, Million Dollar Hash.* Your host, Bob Murphy. Wonderful *Salads, Beautiful Steaks.* A la carte, medium prices.

KNOTT'S BERRY FARM—Buena Park. An hour's drive from Los Angeles, but a tourist's dream as reported in Reader's Digest. *Good chicken and ham and hot biscuits.* Reasonable prices. Gift shop.

LA RUE—8633 Sunset Blvd., Los Angeles, on the Strip. Tops in food and decor. *Crepes Louise, Crepes a la Reine, Lasagne Pasticciate, Beef Bourguignonne.* From noon till 3 for lunch except Sunday. From 6 to 11 p.m. for dinner. Closed Monday. Felix Cigolini. A la carte entrees from $2.25.

LUCEY'S—5444 Melrose Avenue, Hollywood. Fair food, medium prices and across the street from Paramount Studios. Movie stars abound at lunch.

MIKE LYMAN'S—When you're downtown in Los Angeles. Reasonable.

MOCOMBO—8588 Sunset Blvd., Los Angeles. One of the Strip's spots for movie stars. Colorful, crowded and expensive.

PEGGY CLEARY'S—"Talk of the Town" Restaurant at 1904 S. Robertson Blvd., Los Angeles. New and attractive. *Scallopini Piccate, Stuffed Squab, Breast of Guinea Hen.* A la carte.

PERINO'S—3027 Wilshire Blvd., Los Angeles. In the heart of the smart shopping area. Excellent food. A favorite luncheon rendezvous for society.

PICCADILLY—848 No. La Cienega Blvd., Los An-

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geles. Ernest Vignati your host. Wonderful steaks, salads and informal atmosphere you'll enjoy. Go.

PIERRE'S—2295 Huntington Drive, San Marino. A good *crepes suzette* and pleasant atmosphere. *Charcoal-broiled filet mignon,* too. Pierre.

PLAYERS—8225 Sunset Blvd., Los Angeles. Good for tourists and you might see a movie star. Expensive.

READY ROOM — Johnny Wilson's popular rendezvous for the younger set. At 365 No. La Cienega Blvd., Los Angeles, on Restaurant Row.

ROMANOFF'S—325 No. Rodeo Drive, Beverly Hills. Prince Mike caters to movie stars, writers and producers. Expensive.

SARNEZ—170 No. La Cienega Blvd., Beverly Hills. Lew Sailee and Harry Ringland have an attractive place, with good food and good music.

SOMERSET HOUSE—On Restaurant Row in Beverly Hills. Fine steaks, a la carte dinners, nice atmosphere and expensive.

SPORTSMAN'S LODGE — 12833 Ventura Blvd., North Hollywood. An epicurean delight in San Fernando Valley. From 5:30 p.m. Closed Monday.

TAIL O' THE COCK — 477 So. La Cienega Blvd., Los Angeles, on Restaurant Row, Mac McHenry provides *excellent food,* good companions and a pleasing atmosphere. You'll want to go again and again, and it's reasonably priced. Also beautiful new restaurant on Ventura in San Fernando Valley.

TOWN HOUSE—2965 Wilshire Blvd., Los Angeles, overlooking Lafayette Park. Three smart cafes to serve you . . . Garden Room, Cape Cod Grill and the Zebra Room. No cover or minimum. Excellent food and a good spot for the tourist.

IN SAN FRANCISCO

CITY OF PARIS GARDEN ROTISSERIE — 123 Second Ave. in San Mateo. Emphasis on French cuisine and fine wines. Luncheons $1.50; teas, 75c, and dinners a la carte from $1.75. Models show City of Paris apparel from noon to 1:30 and from 7 to 8:30. Ask for Marcel.

LONGBARN—On El Camino Real, 2 miles south of Stanford University. Open for dinner only. Closed Thursdays. Ask for Willy or Eddy. Dinners $2.50 to $4. Plan to eat here when you visit the peninsula. Country farmhouse style with women chefs.

DINAH'S SHACK—Wonderful spot on the peninsula, too. Popular Stanford rendezvous.

EL PRADA—Post and Stockton, in the Plaza Hotel. Lunch 11-2, dinner 6-9, closed Sundays and holidays. Walter is maitre d'. Service London style.

STAR LITE ROOM, Hotel Sir Francis Drake—Sutter and Powell. Lunch only from 12 to 2, buffet style, for $1.50. Includes hot dishes. Al Field, host. You dine 22 floors up with a spectacular view.

TONGA ROOM—In the Fairmont Hotel. Open 4:30 p.m. to 1:30 a.m. daily. Hawaiian band plays on a raft in a swimming pool, with the dining tables surrounding. Dinners $3.50. Henry Degorog, host.

SOLARI'S—19 Maiden Lane and 29 Kearny. Closed Sundays. Fine continental food and atmosphere. Ask for Max David or Peter Wolf. A la carte.

DOMINO CLUB—25 Trinity Place (opposite 111 Sutter). Dinners from $2.50, with emphasis on steaks and roast beef. On the walls an impressive collection of paintings of nudes. Cheery for tourists.

SCHROEDER'S—111 Front St. Closed Saturday and Sunday. Definitely not a tourist spot, this 54-year-old restuarant offers superb German style cooking and wonderful dark draught beer. Men only at lunch time, but the ladies can come to dinner. Lunches from 65 cents and dinners average $1.

VENETO'S—Bay at Mason St. A corner of old Italy with authentic decor, and a fascinating Cave Room that has stalactites overhead. Exceptional Italian cuisine. Dinners start at $1.75.

GRISON'S—Van Ness and Pacific. Two restaurants under same management on opposite corners. At the STEAK HOUSE, Kansas City steaks a la carte only from $1.25. Other specialties are *soft shell crabs, eastern prawns, planked steak.* At the CHICKEN HOUSE, *Southern style chicken dinner* at $1.85 and *prime roast beef dinner* at $2.15.

ALFRED'S—886 Broadway (near Mason). Dinners from $2 and a la carte specialties. *Charcoal-broiled* *steak, squab en casserole, jumbo frogs legs, chicken saute with mushrooms.* Ask for Alfred.

THREE LITTLE SWISS—530 Broadway. Pleasant decor and good food. Lunch from 85c, dinner from $2.25, including *Cliff steak with mustard sauce, veal scallopini, brook trout, Chicken St. Moritz.*

THE THEATRE

BILTMORE—Alfred Lunt and Lynn Fontanne in "O Mistress Mine" opening March 22. Evenings at 8:30. Matinees Wednesday and Saturday at 2:30.

TURNABOUT—Elsa Lanchester stars February 29-March 6 in "Mister Noah" and "About Face"; March 7-13 "Caesar Julius" and "Vice Versa"; March 14-20 "Pie-Eyed Piper" and "Inside Out"; March 21-27 "Gullible's Travels" and "Southern Exposure."

PASADENA PLAYHOUSE—March 10-21 "Love From A Stranger," by Frank Vosper. March 24-April 4 "Russet Mantle," by Lynne Riggs.

VARIETY

EL CAPITAN—Ken Murray's "Blackouts of 1948," starring Marie Wilson and Ken, every night at 8:30, with plenty of matinees. Variety show that continues to please. Good for tourists.

EARL CARROLL'S THEATRE RESTAURANT—In Hollywood for the tourist. "The Vanities" each night with two different performances, at 9:15 and midnight. Girls and music. $4 with dinner, $2 without.

MODERN FORUM—Maurice Hindus, speaker, at Philharmonic Auditorium March 15, 8 p.m. Subject: "No War With Russia."

CONCERT

PHILHARMONIC—March 6, 13 and 20, Symphonies for Youth, with Alfred Wallenstein conducting the Los Angeles Philharmonic Orchestra on the 6th and 13th. Frederick Moritz, bassoonist, will be soloist with Barnet as conductor on March 20. Program March 11-12 with William Kapell, pianist, with the orchestra. March 18-19, Igor Stravinsky, guest conductor with the orchestra. March 16, Nadine Conner, Metropolitan star, in concert. March 14, The Four Piano Quartet. March 29, the Yale Glee Club. March 30, Guiseppi Di Lucca.

SHRINE AUDITORIUM—Los Angeles Philharmonic Orchestra, with Wallenstein conducting the Brahms Requiem, on March 25. Anna Turkel, soprano; Robert Weede, baritone, and chorus.

IN SOUTHERN CALIFORNIA—Los Angeles Philharmonic Orchestra will appear March 1, San Pedro; March 2, Santa Barbara; March 3, Pasadena, with William Kapell, soloist; March 4, San Diego, with Kapell as soloist; March 5, Long Beach, Kapell soloist; March 14, Glendale; March 26, Pasadena, playing Brahms Requiem.

SAN CARLO OPERA COMPANY—At Philharmonic Auditorium March 1 with "Madame Butterfly"; March 2, "Aida"; March 3, "Barber of Seville"; March 4, "Carmen"; March 5, "La Boheme"; March 6, matinee "Madame Butterfly," and evening "Rigoletto."

SPORTS

HORSE RACING—At beautiful Santa Anita Park in Arcadia. March 6, Santa Anita Derby for 3-year-olds, $100,000 added, 1⅛ miles.

ICE HOCKEY—Los Angeles Monarchs at Pan Pacific rink March 5, 6, 10 and 12. 8 p.m.

ART

MODERN INSTITUTE OF ART—Newly created in Beverly Hills. Famous contemporary works lent by owners for public exhibition free of charge at 344½ North Rodeo Drive.

OF SPECIAL INTEREST

THROUGHOUT STATE

CALIFORNIA MIDWINTER FAIR—At Imperial until March 7 with exhibitions of best produce of the ranches in this rainless, irrigated "Winter Vegetable Basket of America."

DESERT RIDES—Unique breakfast rides throughout March at Palm Springs. Each Saturday a cowboy breakfast is served from the chuckwagon at the end of a morning ride. Surreys and tallyhos for us old folks.

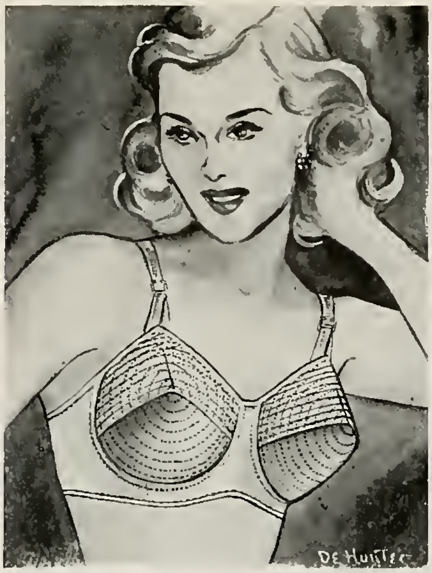
KITE DERBY—Children of Glendale compete in early March on the school grounds. Prizes given for the largest kite, the smallest, most beautiful, highest flier, box kite, fish kite, oriental kite and to the youngest participant.

WISTERIA FETE—World's largest wisteria vine bursts into bloom in early March in Sierra Madre, at the foot of mile-high Mount Wilson. Festival held beneath the spread of the 40,000-foot vine.

CAMELLIA FESTIVAL—In early March in Temple City, the fourth annual.

DESERT CIRCUS—March 10-13 in Palm Springs for the twelfth annual carnival. Features are kangaroo courts, western dances, circus costume ball, fashion shows, children's pet show and parade.

NATIONAL ORANGE SHOW—Thirty-third annual golden festival of the orange industry March 11-21



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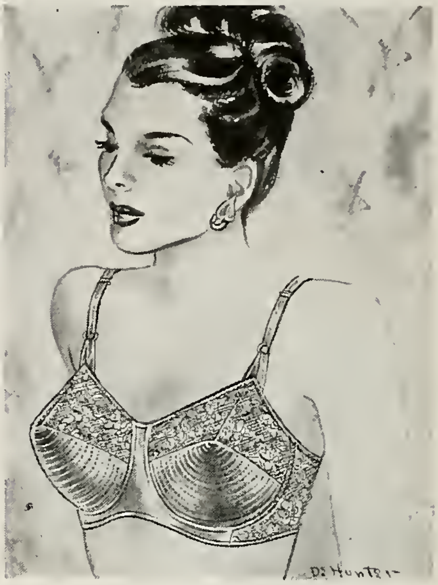

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AND EATING OUT
GOING PLACES AND EATING OUT

at San Bernardino, in the heart of the grove country.

DESERT CAVALCADE—Ninth Annual International Desert Cavalcade March 11-13 at Calexico, on the border, with the cooperation of Mexicali. History of the valley's progress since the days of Capt. Juan Bautista de Anza, who pioneered the area in 1774-76, is shown in parades, pageant, dances and music.

SANTA BARBARA GARDEN TOURS—Spring flowers are abloom in Santa Barbara, and visitors are afforded an opportunity to view the magnificent estates of Santa Barbara, Montecito and Hope Ranch during the tours March 12, 19 and 26. Leave from city Recreation Center at 2 p.m.

PALM SPRINGS GOLF—Thirteenth Annual Palm Springs Men's Invitational Golf Tournament held March 16-20.

CHERRY BLOSSOM TIME—Great cherry orchards usually are at their peak blossoming in late March in the region of Beaumont and Banning. Visitors drive through fairyland of blossoms, beneath backdrop of snow-capped mountains over two miles high.

BENEDICION DE LOS ANIMALES — Mexican families in costume bring their domestic animals to Olvera Street in Los Angeles March 27 for perpetuation of old Mexican custom, when in the spring the work animals and pets were brought to the padre to be blessed for fertility and health. They parade to Old Plaza church.

WOMEN'S DESERT GOLF—Thirteenth annual women's invitational in Palm Springs March 29-31.

SAN FRANCISCO SYMPHONY—In Santa Barbara at Fox Arlington Theatre 8:30 p.m. March 16.

EASTER SUNRISE SERVICES—Hollywood Bowl: Home of "Symphonies Under the Stars," with choir of 300 children forming "living cross." Forest Lawn: Gates of Glendale's Forest Lawn Memorial Park open at 4 a.m. Dawn greeted by music and releasing of white doves from Tower of Legends. Mt. Rubidoux: Since 1909, worshippers have climbed Mt. Rubidoux at Riverside to attend oldest outdoor service. Catalina: On top Mt. Buena Vista, overlooking Avalon Bay, with choir music from carillon chimes. San Diego: At Mount Helix, Mount Soledad, Presidio Park and Balboa Stadium. Redlands: Youth Council's community service at Redlands Bowl. Palm Springs: On mountainside west of Palm Springs village, in back of Desert Inn. Yosemite: Service around 9 a.m. as sun breaks over Half Dome. Sierra Madre: Services under famous wisteria vine.

CHARLETTE MEYER

(*Continued from page* 47)

Charlette is a jolly, robust girl with dark hair and big blue eyes. She laughs easily, but not at her work . . three or four portraits and specimens are always in process, and she directs her attention from one to another. Short, sensitive and delicate fingers stem from strong arms and wrists. Her choice of clothing is conservative . . on the job she wears simple, loose garments, sandals and a smock.

During the war Miss Meyer was employed in the designing department of Lockheed and contributed to a War Bond Drive with two sculpture specimens depicting groups of American soldiers. Both appeared in J. W. Robinson Co. windows and were used extensively throughout the nation to bolster War Bond sales. Not long ago Charlette was denied a foundation fellowship because of her lack of scholastic qualifications. Today she is completing work at the University of Southern California for a Bachelor of Arts degree.

Charlette Meyer is an idealist . . works methodically, a step at a time, toward a definite goal. Of her sculpture, John Gamble, Santa Barbara's oldest famous painter, says succinctly "Her work is forceful, full of character and is expressed with masterful directness . . a complete elimination of all unnecessary detail."

The fruits of her labor will live.

STOM-MADE

by dorothy dodds giberson

d from page 45)

the other women as they un-
ıst year's suit . ." she would
catalogue . . "she's a sensible
. . "That one! Bunchy at the
lmost to the ankles. What a
his year you could certainly
vas rushing the season.

they were lighting cigarettes
r coffee, Mrs. Holt decided
time had come to check that
tronizing gleam that appeared
friend's eyes whenever she
t Mrs. Holt's becoming gray.
ecided to have my fall suit
he announced casually. "I'm
Madame Henri today."
ne Henri!" Mrs. Sheldon
essed. Any hint of patronage
way entirely and she became
as a school girl.
frightfully expensive," Mrs.

Sheldon went on in a delighted tone. "Does Albert know?"

"Oh yes," Mrs. Holt said complacently, adding not quite truthfully, "In fact, he suggested it."

"May I go with you? I've looked at her designs but I've never quite dared to order anything."

"It's because I want something conservative. I can't get used to the new styles." Mrs. Holt said, then added generously, "Now you look marvelous, Norma. But you have the figure for this sort of thing."

With this sop to Mrs. Sheldon's lack of discernment in choosing clothes, Mrs. Holt felt that she could be quite frank in front of her when she discussed her wants with Madame Henri.

"I want it to look new, of course," she told Madame Henri half an hour later as she looked at the designs. "But a slim silhouette. I'm not the hour glass type. And the skirt short . . well, fairly short."

Madame Henri smiled, but her thin eyebrows elevated slightly. Madame's plain black dress was well below her calf.

"But . . yes. I understand. Perhaps this?" With a few deft strokes she modified one of her sketches. "We take out the fullness here . . we make the skirt stop here. Yes?"

"Perfect," Mrs. Holt breathed. "Quite perfect."

"Now, Ethel." Mrs. Sheldon said. "Don't be too conservative."

"I am here to have a suit made just the way I want it," Mrs. Holt said with some asperity.

"We do not all like the same thing so we make the designs." Madame said agreeably.

Mrs. Holt felt that Mrs. Sheldon had been put in her place.

While Mrs. Holt selected the material her friend sauntered around the salon. She really did look rather fashionable, Mrs. Holt had to admit to herself. In fact, Mrs. Sheldon looked almost exactly like one of Madame Henri's designs, and everyone knew that these designs were simply the last word.

In the small curtained room where Mrs. Holt's measurements were taken, she stood in front of a full length mirror and tried to visualize her coming glory while the uncompromising measuring tape was applied to her shoulders, her bust, her hips . . .

Madame Henri sat in a corner of the room drawing on a fresh sheet of paper a rough sketch of Mrs. Holt's new suit.

"We fit in the waist so?" she asked holding up the paper.

"All right," Mrs. Holt said, "but no padding around the hips."

"Perhaps the suggestion of padding? At the first fitting we shall see—"

"Skirt length?" the fitter asked suspending the tape from Mrs. Holt's hips.

Mrs. Holt scrutinized the sketch that Madame was still holding toward her. The hemline was not yet drawn. She glanced at Madame's skirt. She thought of Mrs. Sheldon's suit. After all she didn't want something this expensive to be mistaken for a last year's model.

"Well," she said and her voice lacked firmness, "not too long."

"We leave a good hem, in case," Madame said.

"Do you suppose," Mrs. Holt asked, "there could be," she hesitated, "just a little flare that dips in back?"

"At once. I draw it."

Mrs. Holt had a moment of panic when she thought of explaining that flare to Mr. Holt, but Madame had already sketched it in. It looked enchanting.

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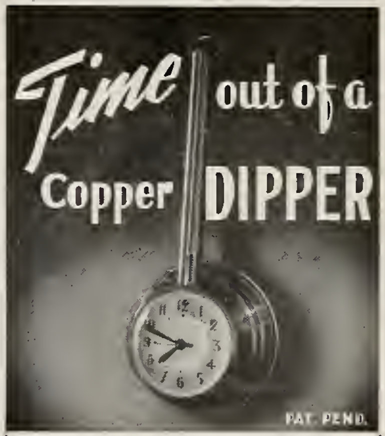

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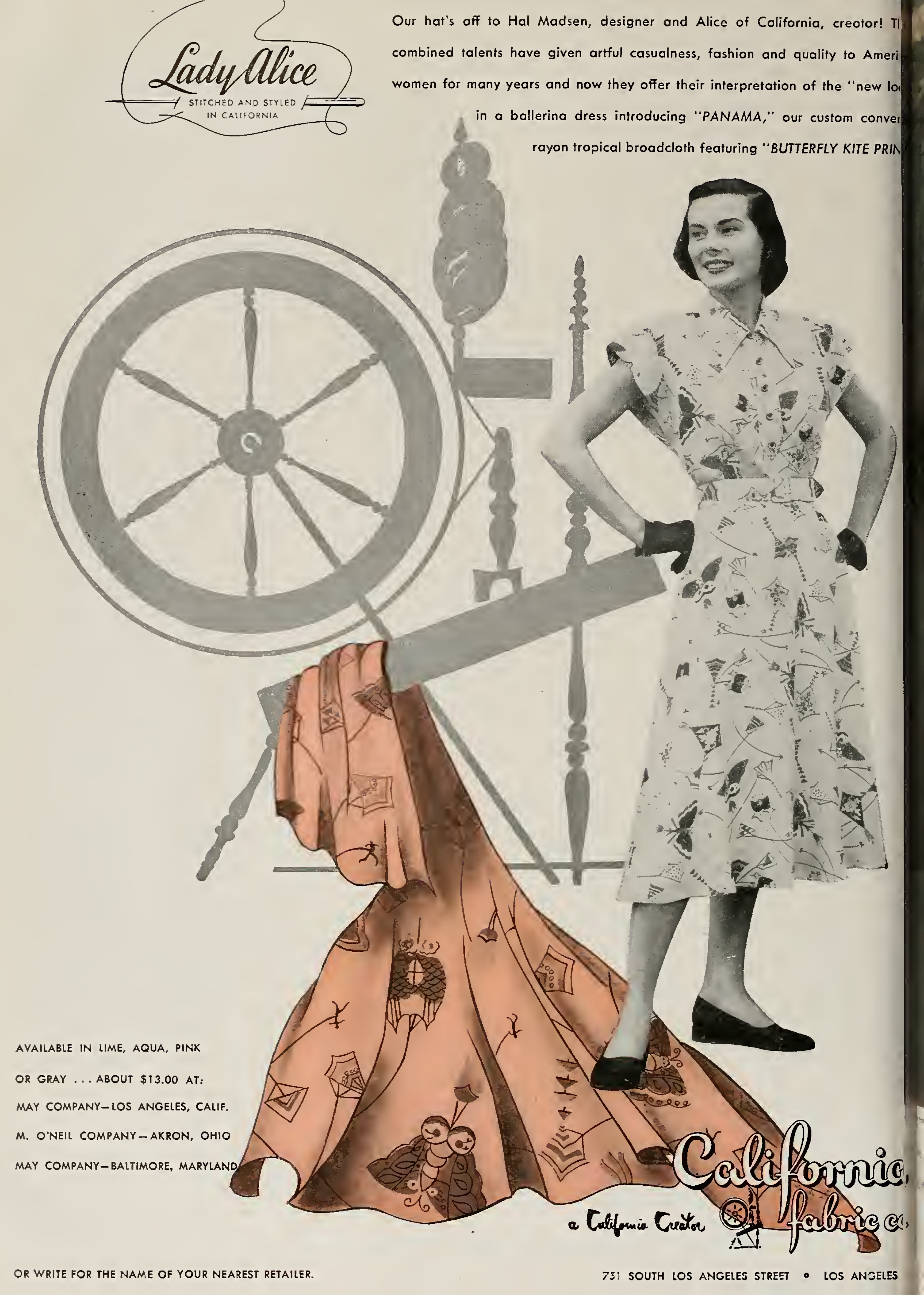

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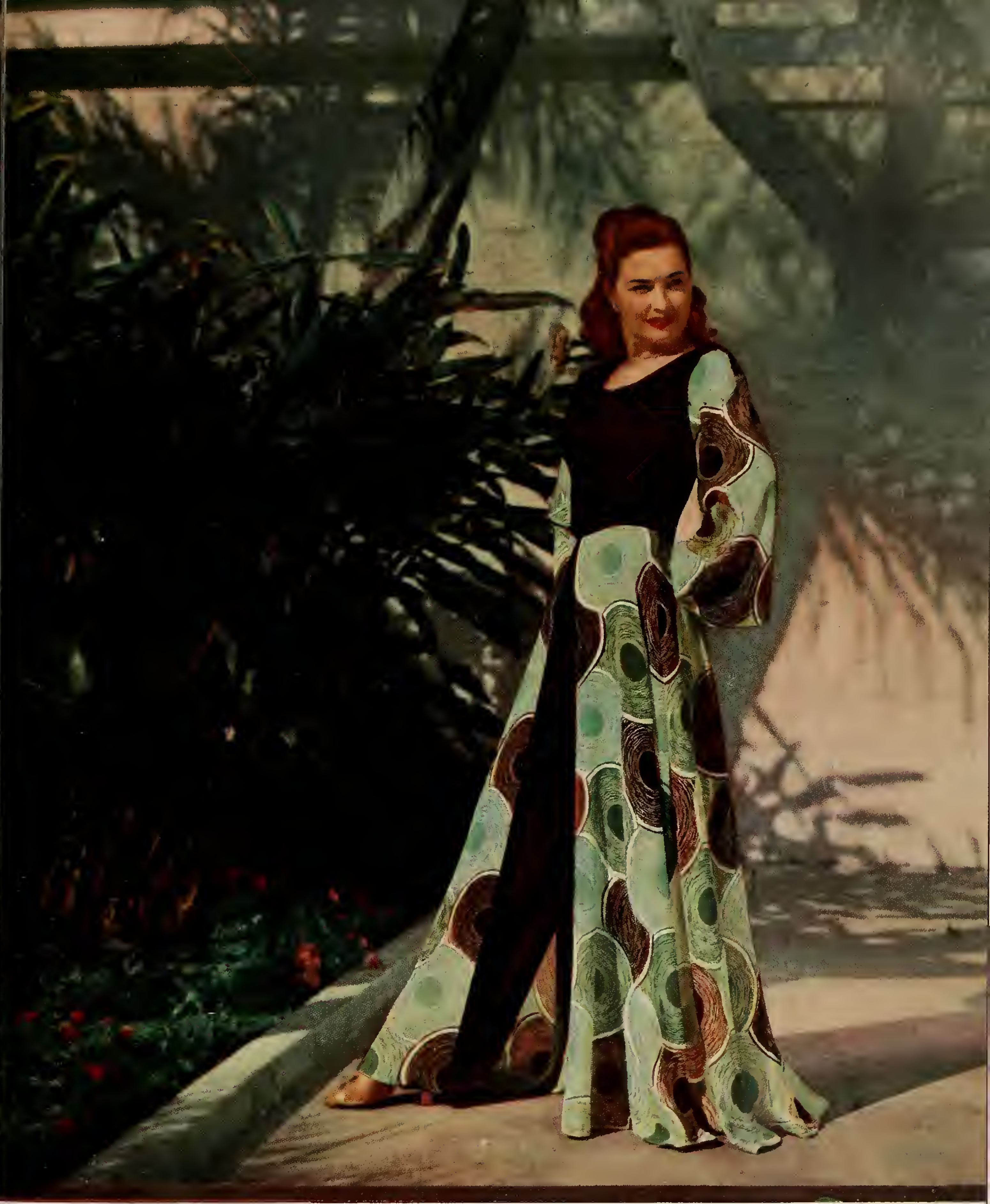

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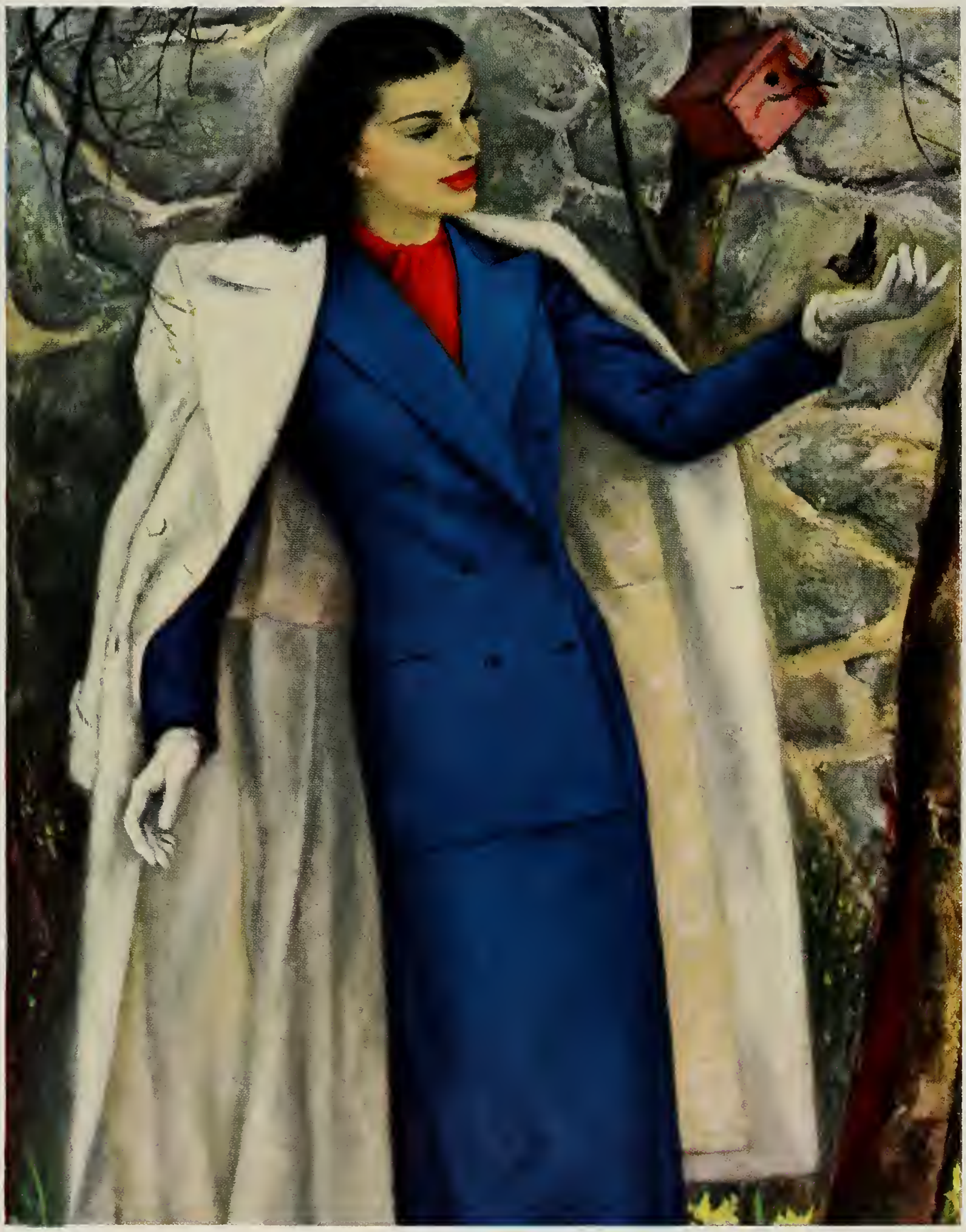

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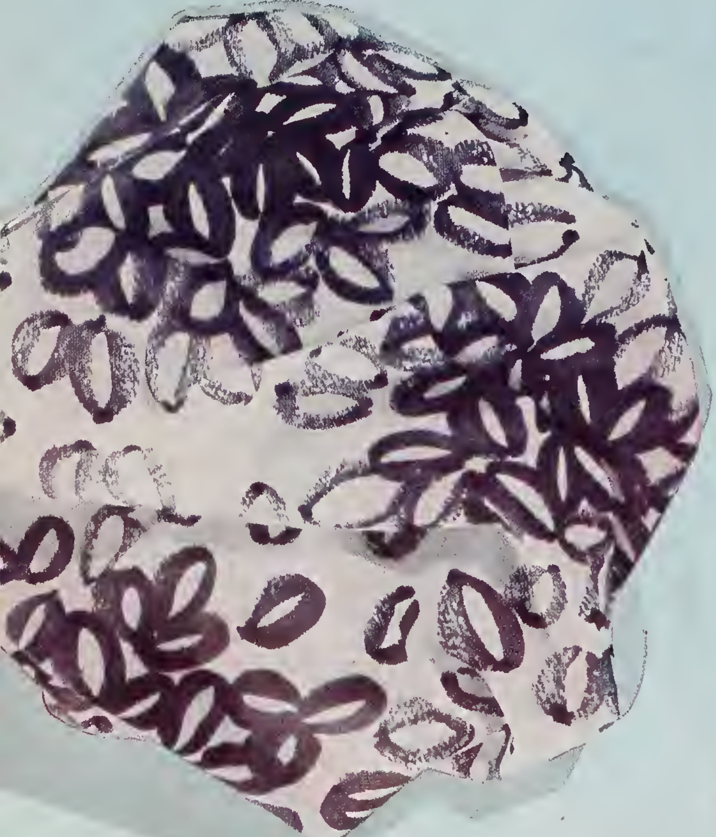

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Vol. 5
No. 3

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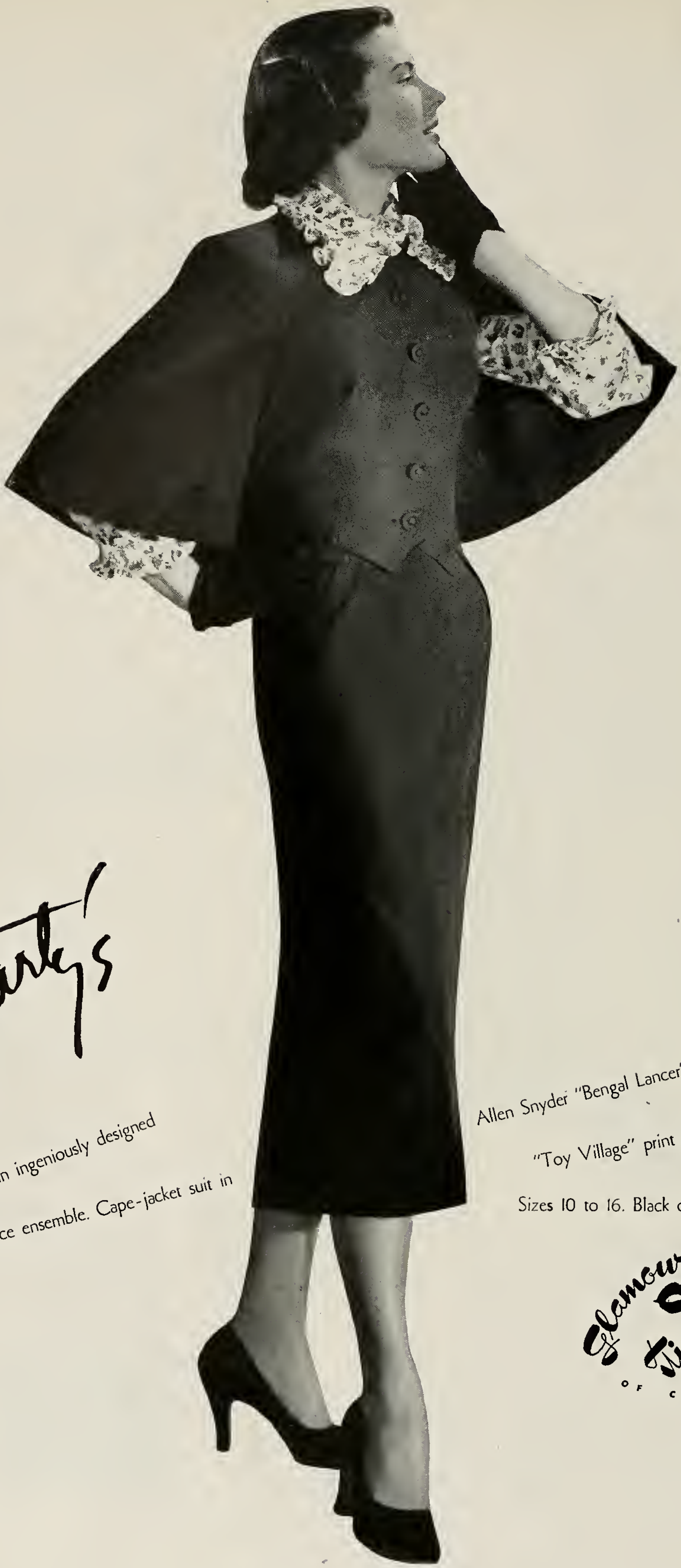
April
1948



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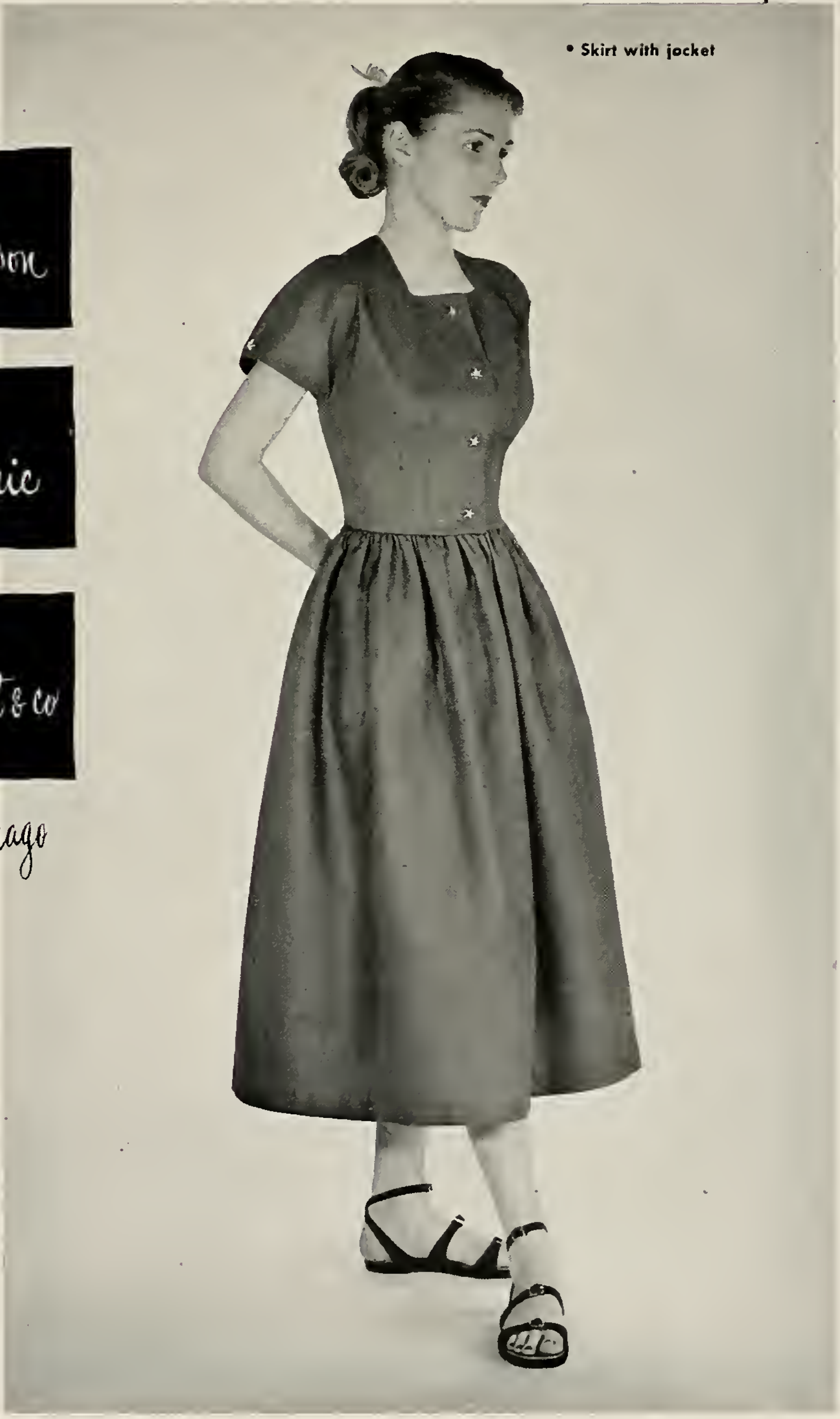

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- **Skirt with bra**

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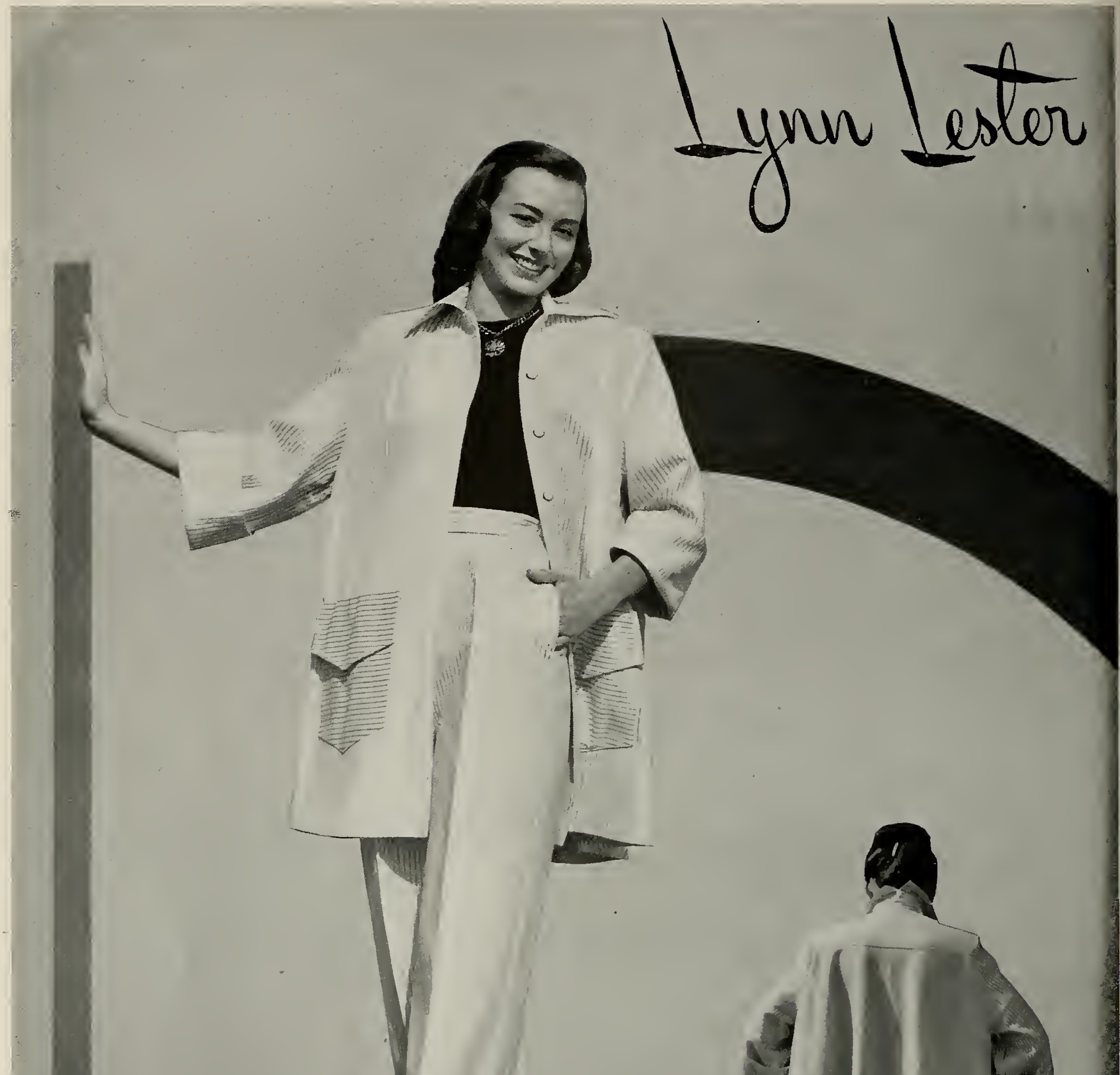
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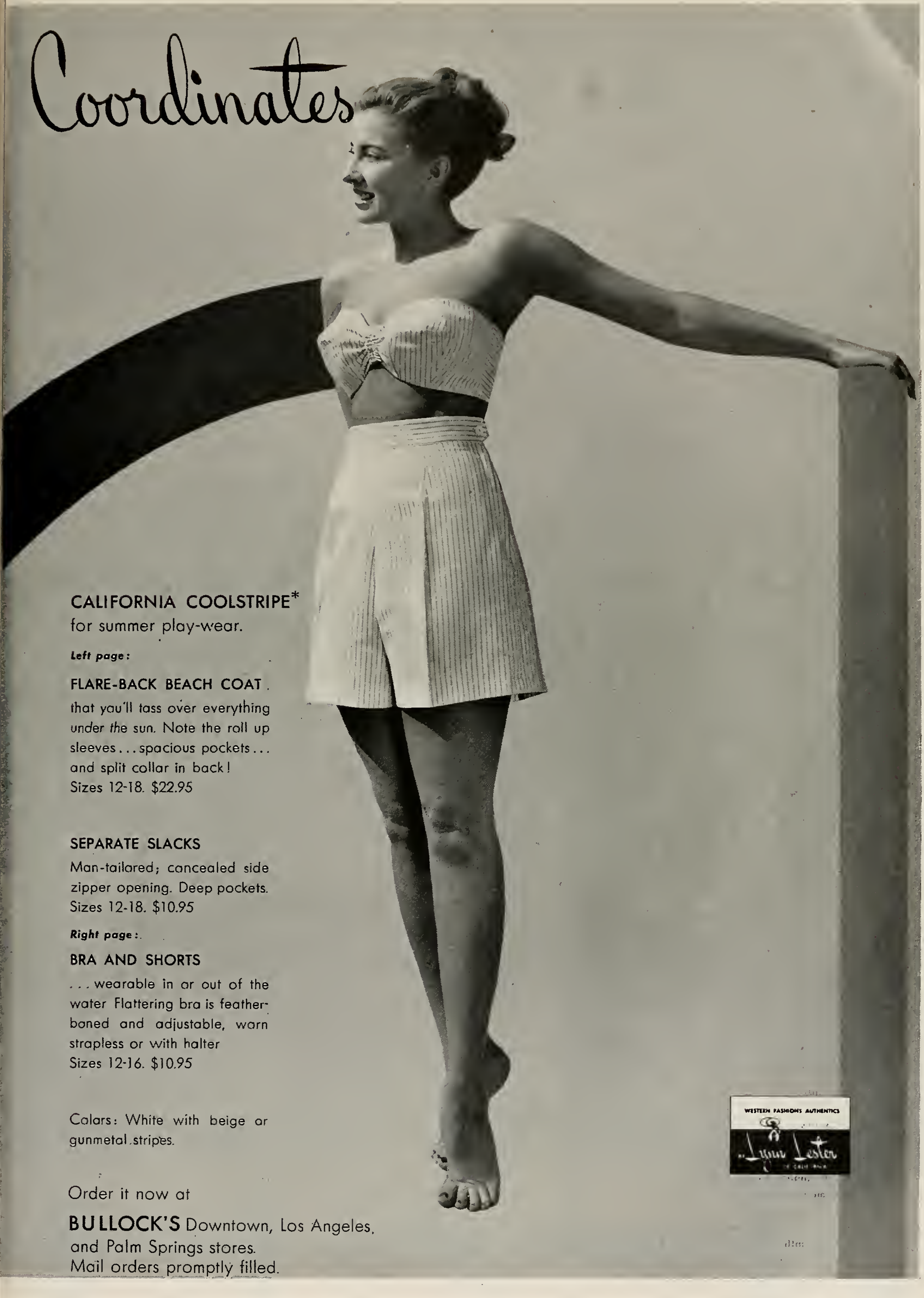

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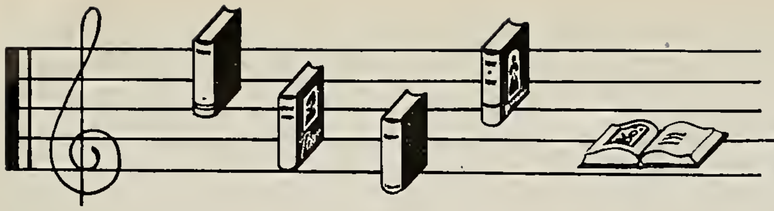

BOOKS and MUSIC

FAMOUS TELEFUNKEN RECORDINGS READY

by frances anderson

Biggest development on the record front this month is the emergence of Mercury Records as a major power in both classical and popular music, with the former category dominating the picture. This company, heretofore identified principally with a small but select group of jazz performers, now is in a position to offer wonderful riches to the lover of serious music with Mercury's acquisititon of the whole Telefunken Catalog, comprising some 16,000 master records cut by such stellar European musicians as Furtwangler, Mengelberg, Kubelik and others.

Telefunken is perhaps the leading German record firm, and has resumed much of its pre-war activity. As a result, currently recorded European artists and works will be available through the American firm along with many pre-1939 items until now obtainable only by collectors with unusual resources. In addition to this vast enlargement of the classical field is a library of native music: Russian, Lithuanian, German, Jewish, etc. All in all, a tempting array with the first Mercury releases in this field due as we go to press. On the jazz side of the ledger, Mercury has acquired Keynote, the valiant little firm which has issued a number of extremely good and authentic jazz and folk music records.

Aside from this interesting expansion, current releases offer a great deal of pleasant music though little that is strictly sensational.

POPULAR MUSIC

Vaughan Monroe is out with a new album, "Memory Lane," which includes typically soothing arrangements of such old favorites as "Memories," "Thanks for the Memory," "It's Easy to Remember," and so on. Victor. "Collectors' Items" is a bunch of better-than-average jazz waxed during the last three or four years by a stellar group but never before released. Benny Goodman, Peggy Lee, Stan Kenton, Red Nichols, Sonny Greer, Rex Stewart are a few of the artists represented. Best records: Red Nichols' "You're My Everything;" Peggy's "Baby," with husband Dave Barbour. Quality ranges from superlative to good. Capitol.

"Busy Fingers" is the name of the latest Three Suns album in which these erstwhile cowboy musicians give their own unique touch to "Doll Dance," "Nola," "Canadian Capers" and other good oldies. Highly individual stuff. You like it or you don't and most do. Victor. The Pied Pipers come up with their best in a long time, and that's really pretty good: "I'll See You In My Dreams," the lovely old Isham Jones tune. On the back is a bouncy novelty, "Ok'l Baby Dok'l." The "Dreams" number is terrific. Capitol.

A LINGUIST

Frances Wayne says a mouthful in the very amusing "You're Just An Old Antidisestablishmentarianismist." And she torches handsomely on the reverse "I Never Loved Anyone." Exclusive. Peggy Lee and Benny Goodman combine efforts in the disk-of-the-month, "For Every Man There's A Woman." Wonderful song, wonderful Peggy, wonderful Benny. The flipover is instrumental, "Beyond The Sea," a lush, dreamy number you'd never associate with B.G. Okay in its way. Capitol. Danny Kaye and the Andrews Sisters insist that "It's A Quiet Town," with solid results. Danny is a FUNNY man. 'Tother side is that "Big Brass Band from Brazil." Decca.

Nellie is out with a new one. Miss Lutcher presents in her inimitable artistry "The Pig Latin Song" and "Fine Brown Frame," the latter a worthy successor to "Hurry On Down". Capitol. Herb Jeffries is starred, and never mellower, on "If I Could Be With You" and "My Blue Heaven," but the dazzling feature of this disk is the backing supplied by small combos identified simply as Instrumental Quintet and Trombone Choir. Don't Miss! Exclusive.

Big news for the kiddies! Dick Tracy is waxed. Don Ameche tells all about it in a new (unbreakable) album sure to enchant. Mercury.

LIGHT OPERA—Nelson Eddy and Rise Stevens provide an altogether satisfactory album of "Excerpts from the Student Prince" by Romberg. A nice job on music of enduring charm. Columbia.

* *

PACEMAKERS

Leading in popularity in the nation's record shops and departments:

POPULAR MUSIC

Top Dame: Peggy Lee

Top Fello: Frankie Laine

Discs in Demand:

- Vaughan Monroe's "Matinee"
- Frankie Laine's "But Beautiful"
- Walt Dana's "Helen Polka"

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Albums in Demand:

- Khatchaturian's "Gayne Suite" and "Masquerade Suite"
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THE STORY OF A PARK MAKES GOOD READING

by hazel allen pulling

Long years have watched the development of San Francisco's favorite parkland, Golden Gate, and now, for the first time, the history and character of this bit of nature in the heart of a busy city has been set forth for all to know and to enjoy. Katherine Wilson, experienced newswoman, has given us *Golden Gate, the Park of a Thousand Vistas* (Caxton, 1947. 143p. $3.50), a work of beauty and a guide to future pleasures.

From the first early days of the park's inception in 1868, through its eventual beginnings atop a stretch of shifting, windswept sand dunes, down to the present era when park lots served as war gardens, the course of its building has been depicted. Pencil sketches and word pictures trace in outline and in historical perspective the many delightful places comprised within the park's thousand acres. Guiding hand through more than fifty years was John McLaren, and the history and character of the park are in large part the life and reflection of the spirit of its builder. Because Golden Gate Park is one of California's landmarks, this account of its history and present offerings will add to the enjoyment of a California holiday.

One of the best interpretations of present-day California is Lee Shippey's *It's an Old California Custom* (Vanguard, 1948. 292 p. $3.). Third in the American Custom series which includes New England and Pennsylvania, this book on California, like its earlier companion volumes, is concerned, not only with historical tracery, but also with the unique overtones that reflect the spirit of the place. Custom that has grown not out of necessity, but out of the peculiarly permissive character that is California's, is the theme of the book. The liberal quality that inures to the Californian's manner of dress, speech, and entertainment, the adventurous spirit that pervades his work and his play, the inescapable attitude toward the place that Californians everywhere develop, and many other attributes of her people are discussed in this flippantly sincere account by one who knows, and with us all, adores California. This book is a "must" for prospectve visitors and for weathered residents as well.

A recent book of note for vacationers is *The Sierra Nevada; the Range of Light* (Vanguard, 1947. 398p. $4.50), edited by Donald Culross Peattie. This collection of nine essays by noted authors and specialists presents and explains California's mountain paradise. Forests, minerals, climate, trails, sports, and birds are some of the subjects treated. If you're planning a California holiday you will enjoy this preview of the noted Sierra Nevada.

* *

HELEN BROWN REVIEWS:

KATISH, by Wanda L. Frolov, Farrar Straus, $3.

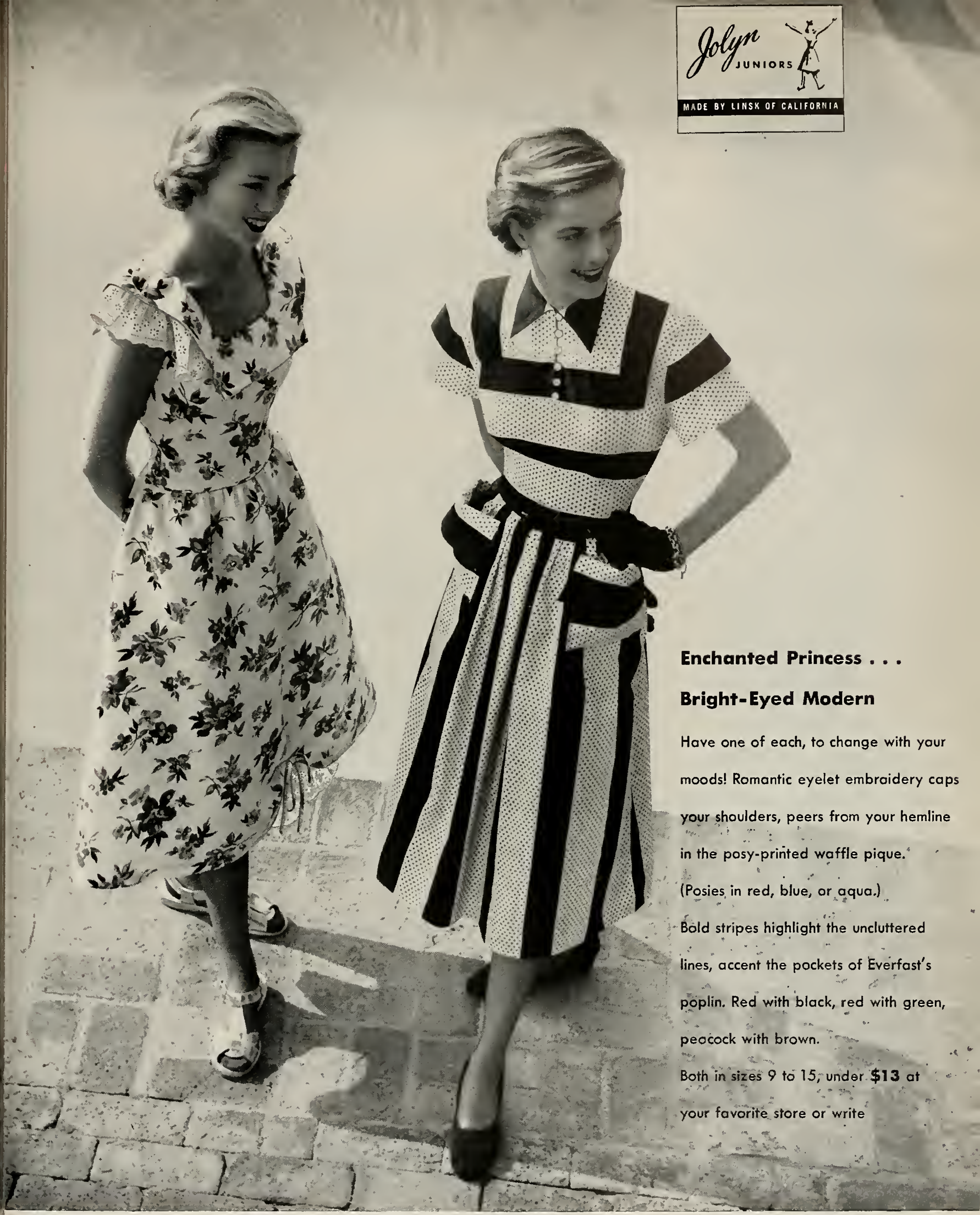
It has become the fashion, in recent years, to write cook books that are part novel, part recipe book. Some of these have been charming, others . . at least to me . . so boring that I've wondered whether plowing through the inconsequential anecdotes was worth the few culinary ideas that might prove of interest. Katish fits into the first category. She is so winsome, so utterly adorable, that even if her recipes were impossibly dull she would still be worth reading . . and rereading.

Arriving in Los Angeles fresh from pre-war Russia, she takes over an interesting California family and bullies and pampers and spoils them to everyone's complete satisfaction. Her Russian dishes are superb, and as they were all prepared with the products of Los Angeles' markets anyone will find them easy to duplicate. She produces delectable meals on a very humble budget, and does it with as much pride in her savings as in her recipes. She abhors anything but the best in foods, but she is equally intolerant of waste.

Katish does wondrously thrifty things with kidneys and spare ribs, veal and hamburg, and her desserts and soups and sundries are gastronomical triumphs. Because she loved to cook . . and eat . . she soon discovered some of the best dishes of her new homeland, and these new dishes are included in her book. Katish is a glorious, if imaginary, contributor to the growth and future of Californian cuisine. The best cooks from other lands bring their culinary lore to the Golden State. Here they meet new foods, new dishes, a new plenty, and soon their natural skill in the kitchen produces new dishes that add to California's fame as a land of good eating!

Jolyn JUNIORS

MADE BY LINSK OF CALIFORNIA



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Bright-Eyed Modern

Have one of each, to change with your moods! Romantic eyelet embroidery caps your shoulders, peers from your hemline in the posy-printed waffle pique. (Posies in red, blue, or aqua.)

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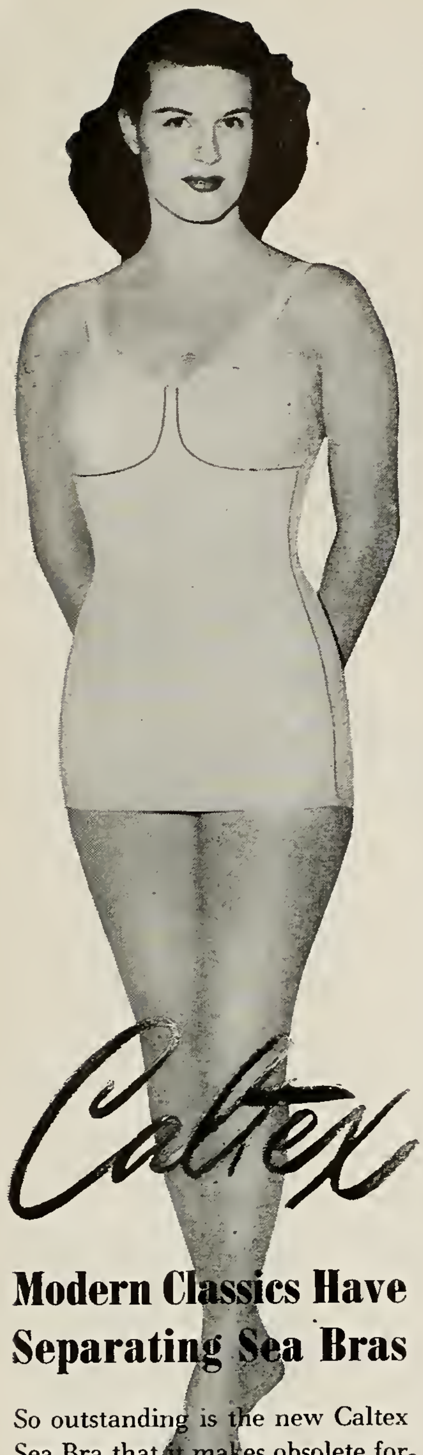
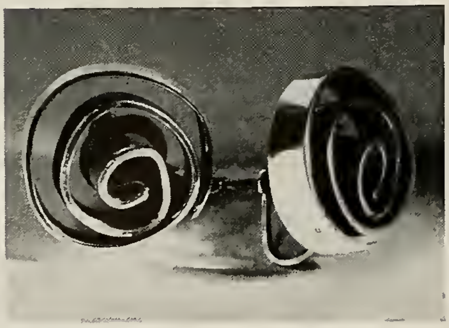


Modern Classics Have Separating Sea Bras

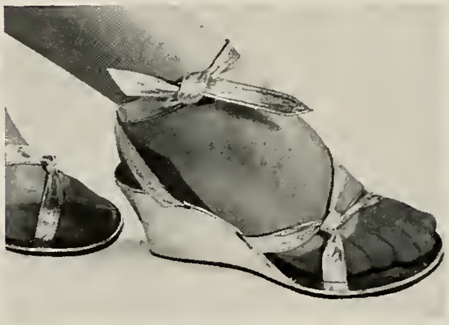
So outstanding is the new Caltex Sea Bra that it makes obsolete former swimsuit bra design! The Sea Bra, designed like your own favorite brassiere, gives you figure control, separation and uplift never before achieved in a swimsuit.

It's so exciting that it's featured in all Caltex Modern Classics, both One and Two-piece designs. New elasticized fabrics—inviting sun shades: Buoy Black, Foam White, Water Blue, Seaweed Green, Sandstone, Sunny Yellow, Sea Aqua, Sail Blue. Sizes 10-20 and only $12.95. At Better Stores everywhere. Write and we'll tell you where. Caltex of California, 2126 Beverly Blvd., Los Angeles 4.

shopping

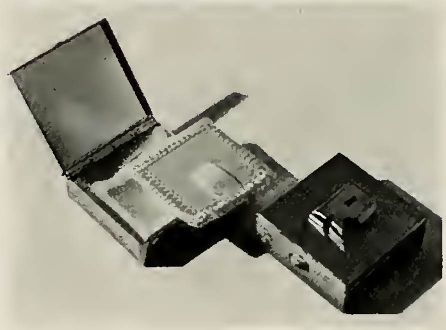


YOUR EAR . . . to these superb earrings. Experly modeled by hand in graceful scroll design and made of solid sterling silver. Captivating, indeed, and so very wearable with tweeds and dressier things as well. Actual size as pictured . . . clip or screw fastening, specify choice when ordering. Just $7.50, federal tax and postage included. Handsome matching bracelet, $25. Add 2½% for California orders. Caroline Gleick Rosene, 1455 Powell Street, San Francisco 11, California. No C.O.D.'s, please.

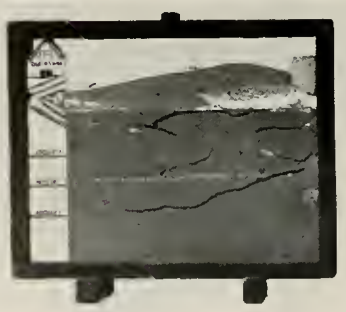


SHEBA SANDALS . . . newly designed for all 'round comfort . . . to be worn day 'n' night. This bare-cut, modified wedgie, cushioned luxury for your pretty feet . . . ankle straps tied to your liking for flattering effect. Soft suedes in new tones of red, green, cocoa, black or white, gold piping if you wish, $18.95. Or your perfect dancing slipper, gold or silver kid, $21.95. (Add sales tax for Californians). Sizes 4 through 8, N or M. Dodd's of California, 1726 Bonita Ave., Burbank, California.

A MAP . . . a silk map of California . . . a scarf no less, to tie around your head or wear over your shoulders. In sun-bright colors, this huge square will add the right touch to your wardrobe. If you dwell in California you mustn't be without one . . . or if you want to be a Californian in spirit, send your order to Lucy's, at the Farmer's Market, 150 S. Fairfax, Los Angeles. $3.95, add 15c postage, and add sales tax if in California.



SMALL WONDER . . . this duet in miniature catches approving glances from all directions. A compact and a pill box . . . with initial or not. Made of gleaming metal with gold finish . . . compact, of course, equipped with tiny puff and strainer. A gift to be treasured . . . $2 each or (twice as nice) $4 the pair . . . at most fine stores across the country. For the name of the store in your vicinity, write Biltmore Accessories, 846 S. Broadway, Los Angeles.



GOLD MINE . . . the citizens of this village will completely fascinate you . . . watch them tunnel for gold and perform unbelievable engineering feats. A group of living ants sealed in a colorful glass case . . . this novel study in nature is an ideal gift for school children and adults as well (particularly those confined to indoor living.) Sold at better stores or write the Ant King, 1085 North Manzanita Street, Los Angeles 27. Just $5, shipped anywhere prepaid. Stands 9½" high . . . about 11" long.

roundup

DREAM BOOT . . . dreamy, indeed, are these comfy sandals . . . and as smart as all outdoors with buckles beaucoup. Elkskin in cloud white and the best fashion colors, including palomino, kelly and poppy red. This irresistable footgear you will want in all colors. The price, $5.95; in gold or silver, $7.95. Please add 15c postage and sales tax if in California. Sizes 3-9, in N or M. For your nearest store, write Trina Shoe Company, Costa Mesa, California.

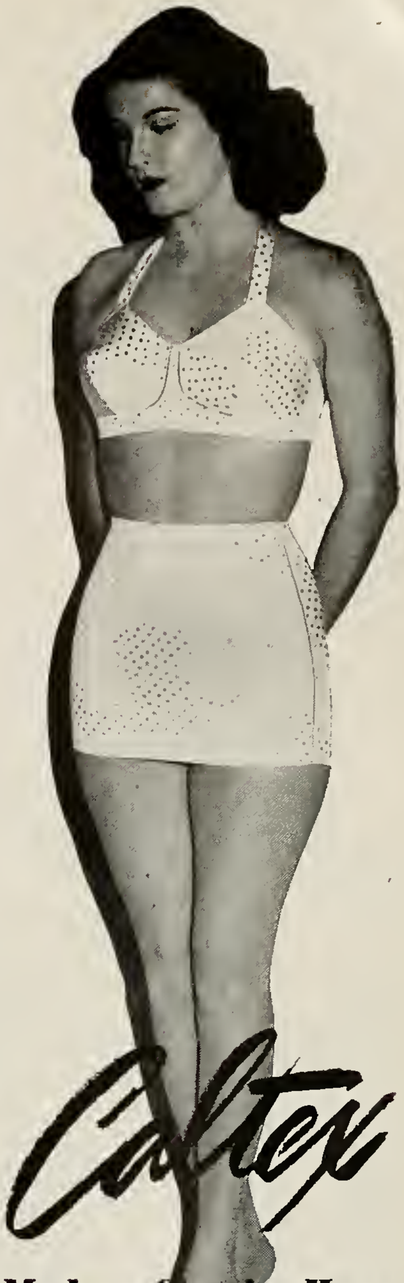
LUSTEUR . . . this lanolin creme-rinse . . . a special treat for your tresses. One quick rinse after your shampoo makes dry, wiry or "fly-away" hair silky, glossy and tangle-free . . . softens water . . . replaces lemon or vinegar . . . also, a real protection from sun, wind and salt air. Takes just a dash, and the 3-oz. bottle, $1.50, will last for ages. Available at May Co., Los Angeles; Joseph Magnin, San Francisco, and other fine stores. From Lusteur Ltd., 7024 Melrose Ave., Los Angeles 38. (Add tax and postage).

Lusteur
LANOLIN CREME-RINSE

RAKISH ANGLE . . . on the diagonal . . . this smarter than smart midriff-er does smooth things to your sport togs. Comes in natural color California Saddle Leather and many new tones to blend with your cashmeres, and later on with your light summer dresses. About 2" wide, buckles to one side. Sizes 24-32, about $3.95 at the best stores across the country. For the name of the store nearest you, write Phil Sockett Mfg. Co., 1240 S. Main St., Los Angeles. Est. 1925.

HANDSOME HANDBAG . . . especially right for busy daytime-on-to-dinner wear. Delightful luxury in the finest cordé, all taffeta lined, zippered closing; and an adjustable strap for over-the-shoulder or not. A happy size to carry all the necessities (9" wide and 8" deep.) Colors are black, brown, navy, gunmetal, turf, red, kelly, brown ombre. $10.95 plus federal and state tax. Created by Century Handbag, 1220 S. Maple, Los Angeles.

DUAL DUTY . . . G-E Steam Iron is such a lightweight, streamlined beauty you'd never guess it capable of a double life . . . it steam irons or dry irons with a mere twist of the knob! Steam irons silks, etc., without sprinkling; steam presses menswear without dampening. Dry irons starched cottons to smooth perfection. Or use it as a regular automatic iron. Fabric indicator controls; alternating current, $17.95 plus tax. Fred L. Seymour Co., Box 1176, Beverly Hills, California.



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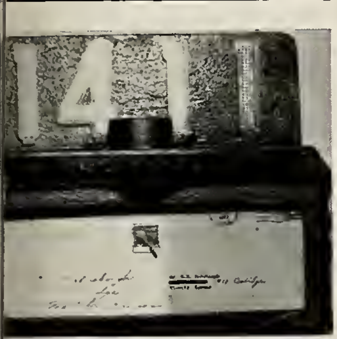

ilbox and lighted house number in one unit is this *Beam Light ilbox*. Special section for holding gazines. House number on top nel is lighted by a small bulb, wered by a transformer similar to at used with chimes or doorbell. it is cast aluminum in either nat- al or bronze finish. Complete with nsformer and number. *Beam ght Mailbox* is $11.88, exp. col. st Manufacturing & Equipment ., 3205 N. Broadway, Wichita, nsas.

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Her Plate
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OF INTEREST IN CALIFORNIA IN APRIL

SPRING FLOWER SHOW—In beautiful Santa Maria April 10-11, sponsored by the Minerva Library Club in the Veterans' Memorial Building. Theme "Winning of the Golden West."

DESERT HORSE SHOW—First Annual Palm Springs National Horse Show April 2-4.

ORCHID SHOW—International Cymbidium Orchid Show in Santa Barbara April 15-18 featuring some of the prized plants shipped here from England during the blitz. Rare varieties and group showings.

CHERRY BLOSSOMS—Expected in profusion in April through San Gorgonio Pass on the way to Palm Springs. Hundreds of acres of blooms, to be followed by peach, plum and apricot blossomings.

RAMONA PAGEANT—Famous characterization of Helen Hunt Jackson's novel April 17-18, April 24-25 and May 1-2 near Hemet in San Jacinto Valley. Good tourist attraction.

DESERT HIKES—Plant life, animal life and geological wonders of the colorful desert and mountain canyons surrounding Palm Springs are viewed on sun-fun hikes every Saturday until June 1. Naturalists from the Village Desert Museum give explanatory talks.

PASADENA FLOWER SHOW—April 22-25, beside the Rose Bowl in Morrison Horticultural Center, presenting the best of blossoms and flowering plants from outdoor gardens.

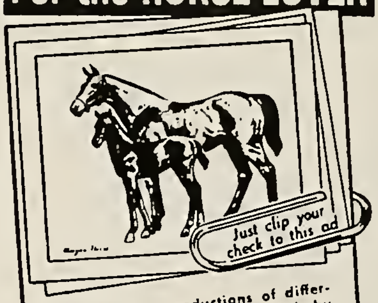
CHINO RANCH RIDE—Commemorating the life of Joaquin Murrieta, serves as impetus for Chino Riders Club, sheriff's posses and costumed horsemen and women to ride April 24 from historic Don Lugo Ranch up Soquel Canyon to Murrieta's secret valley hideout. Barbecue at Hidden Valley at noon.

LOS ANGELES DOG SHOW—Forty-fourth National All-Breed Show at Gilmore Stadium April 24-25 sponsored by the Los Angeles Kennel Club. 1500 dogs of 70 breeds will compete.

LONE PINE STAMPEDE—Spring rodeo in late April at Lone Pine nestled at the foot of the High Sierras.

SANTA BARBARA—Tipica Revue, with Miguel Lerdo de Tejada at Lobero Theatre, 8:30 p.m., April 7. Los Angeles Philharmonic Orchestra in concert April 13 at Fox Arlington Theatre, 8:30 p.m. Spring Garden Tours leave Recreation Center at 2 p.m. to visit famous Santa Barbara and Montecito gardens April 2, 9, 16, 23, 30.

For the HORSE LOVER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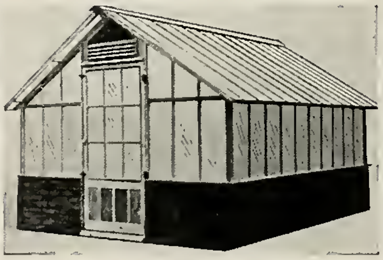

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OBSERVE them tenderly burying their dead!
LOOK at their unbelievable engineering feats!

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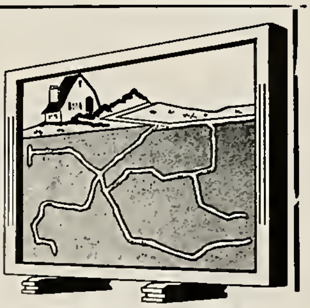

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To San Francisco Peninsula's RESTAURANT ROW
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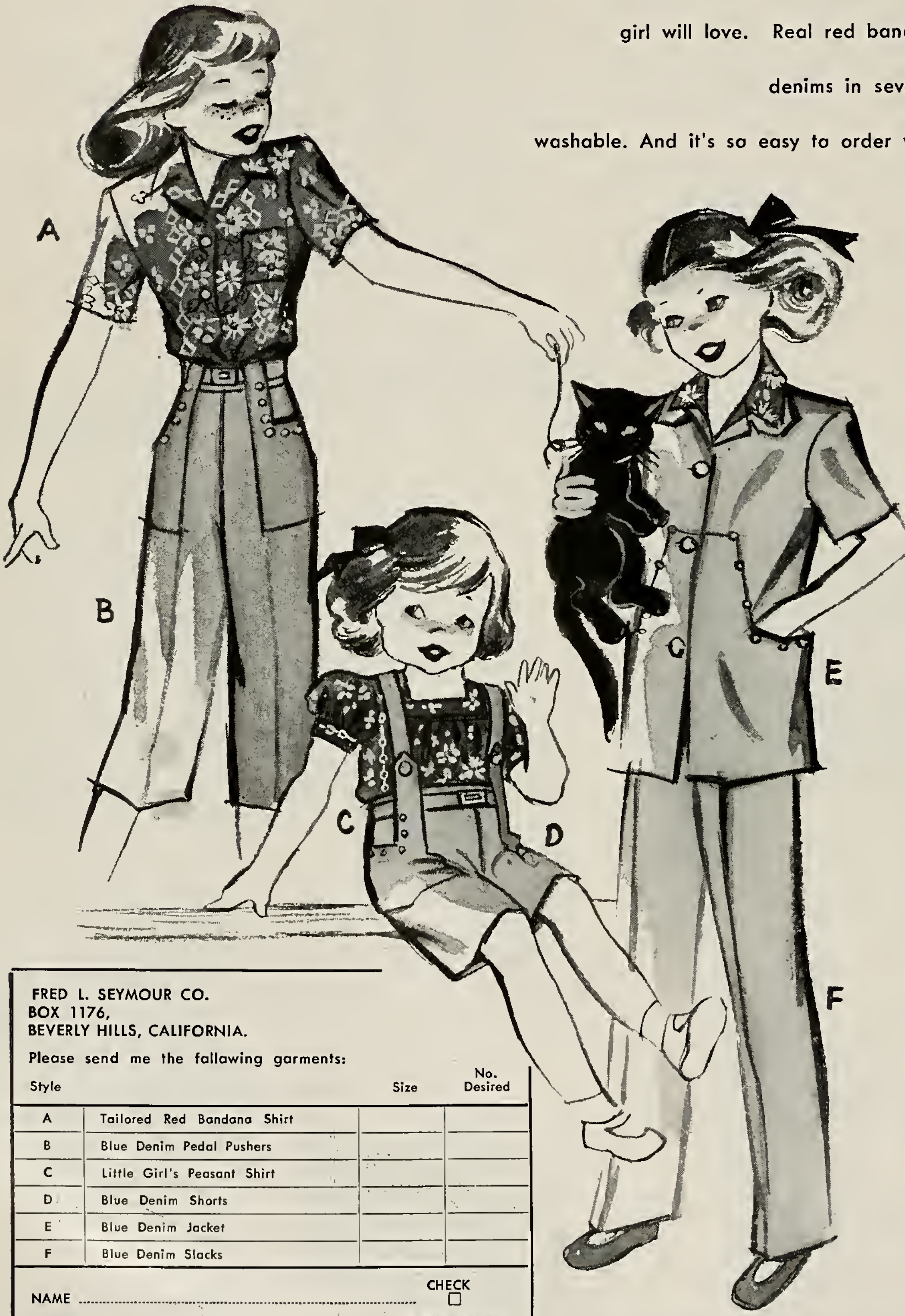
From California! Sportswear in miniature that any girl will love. Real red bandana blouses . . blue denims in several becoming styles. Yes, they're washable. And it's so easy to order with the handy coupon below!



A rare value for mother! And so fashionable, too! Attractive red bandana shirts in two styles . . tailored for the bigger girl, peasant-style for the tot. Blue denims copper-riveted and copper-buttoned for long life and hard wear . . just like big brother's! Interchange them . . shorts, pedal pushers and slacks . . with the real bandana shirt.

- **A** Tailored Shirt, sizes 3-6½, 7-14, $3.
- **B** Pedal Pushers, sizes 3-6½, 7-14, $3.
- **C** Peasant-Style Shirt, sizes 3-6½, 7-14, $3.
- **D** Shorts, sizes 3-6½, $2; 7-14, $2.50.
- **E** Smart Jacket, sizes 3-6½, 7-14, $3.
- **F** Blue Denim Slacks, sizes 3-6½, $3; 7-14, $4.

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FRED L. SEYMOUR CO.
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BEVERLY HILLS, CALIFORNIA.

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Style		Size	No. Desired
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B	Blue Denim Pedal Pushers		
C	Little Girl's Peasant Shirt		
D	Blue Denim Shorts		
E	Blue Denim Jacket		
F	Blue Denim Slacks		

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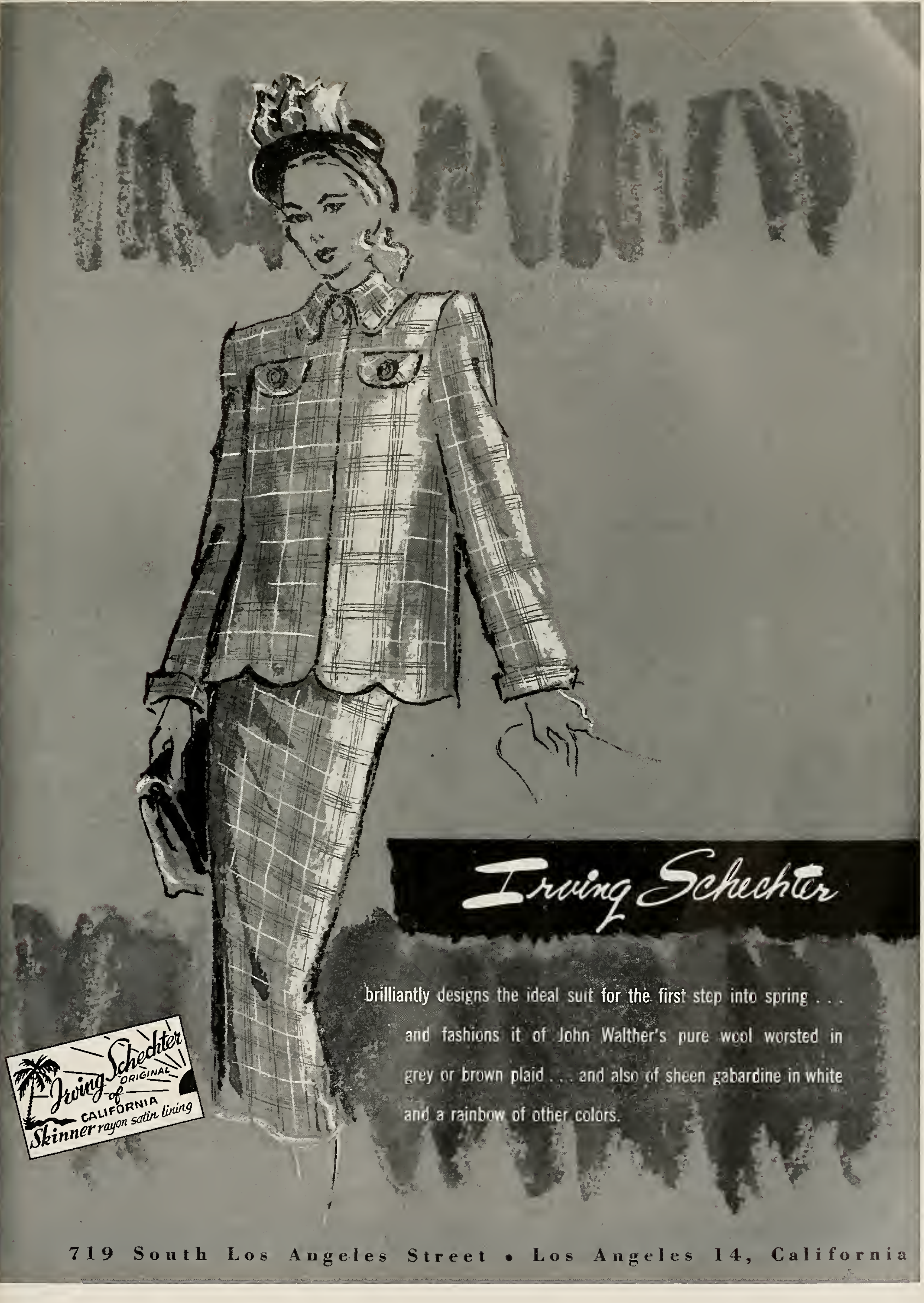
Ready to mail with our Money-Back Guarantee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Skinner rayon satin lining

brilliantly designs the ideal suit for the first step into spring . . . and fashions it of John Walther's pure wool worsted in grey or brown plaid . . . and also of sheen gabardine in white and a rainbow of other colors.

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Simplicity is stunning when handled by LYNN LESTER. New zipper-cuff blouse with full sleeves and removable shoulder pads. In Celanese* Chamalure, a post-war rayon in White, Yellow, Black, Beige. Sizes 10 to 18. $10.95. Mail orders promptly filled.

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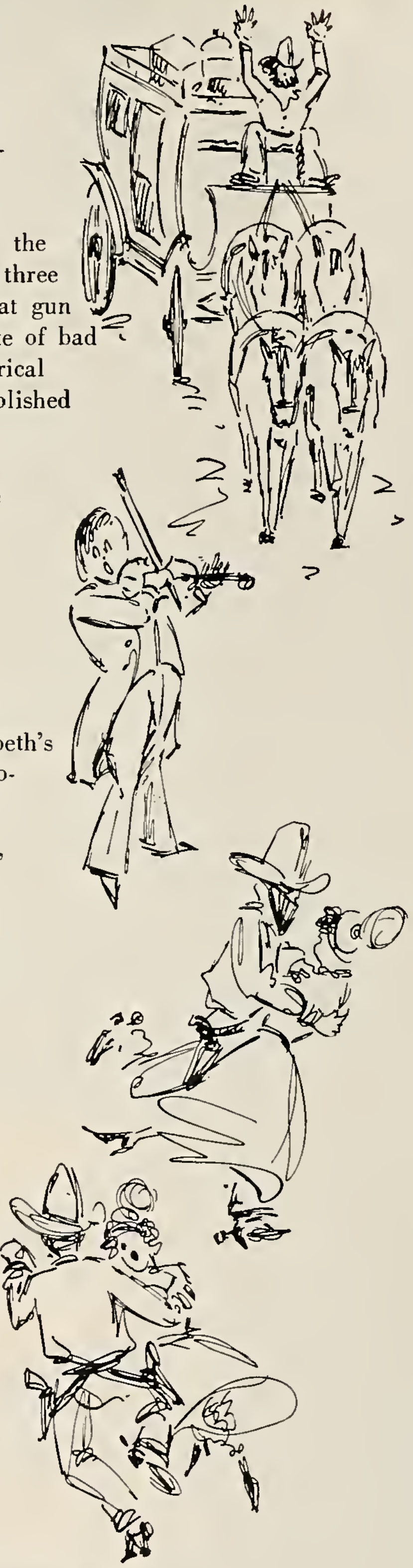
IN EARLY CALIFORNIA



It was a hot day in the early 1850's and a stagecoach lurched along a lonely mountain road between two mining towns. Stickup! Suddenly three masked men and their guns had appeared from the underbrush to halt the stage. They searched the treasure box below the driver's seat but found it empty. Then the three quaking passengers stepped out of the coach at gun point and the bandits cursed their second stroke of bad luck. For their victims obviously were a theatrical troupe touring the mines, and it was a well-established fact that actors never had any money.

But the "road agents" were determined to get some reward for their trouble. They ordered the actors to entertain them then and there. No record was kept of the numbers offered on that impromptu program, but it's a safe bet that for their strange audience . . four horses, a scared driver, assorted squirrels and blue jays and three masked strangers . . the actors gave an inspired performance. One seasoned trouper may have rendered Lady Macbeth's sleepwalking scene with a brand new set of emotions. Another young lady probably reached a new high in sentimental appeal as she recited "Only Three Grains of Corn, Mother!"

At any rate, when the musician had trembled his way through a violin solo, the bandits were so well pleased that they applauded and asked for more. In fact, they wouldn't be content until they had danced with the ladies.

So there, in the dusty road, they whirled through schottisches and polkas; and when the tremulous fiddle music threatened to fade altogether, a gentle prodding of cold steel gave the musician new strength.

Finally the bandits were satisfied, and bowing gallantly, they disappeared into the forest. Whereupon the passengers scuttled back into the stage, the driver whipped up the horses and sent them racing over the treacherous road for twenty miles. At that safe distance he allowed himself a luxury unknown to veterans of "the whip" . . he fainted. For hidden inside the coach was a Wells-Fargo strongbox containing thousands and thousands of dollars.

a true story by margaret chamberlin

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of a *Neo-Lea* Bra.

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☆ Nylon Brocade or Satin in sizes from 32 to 38

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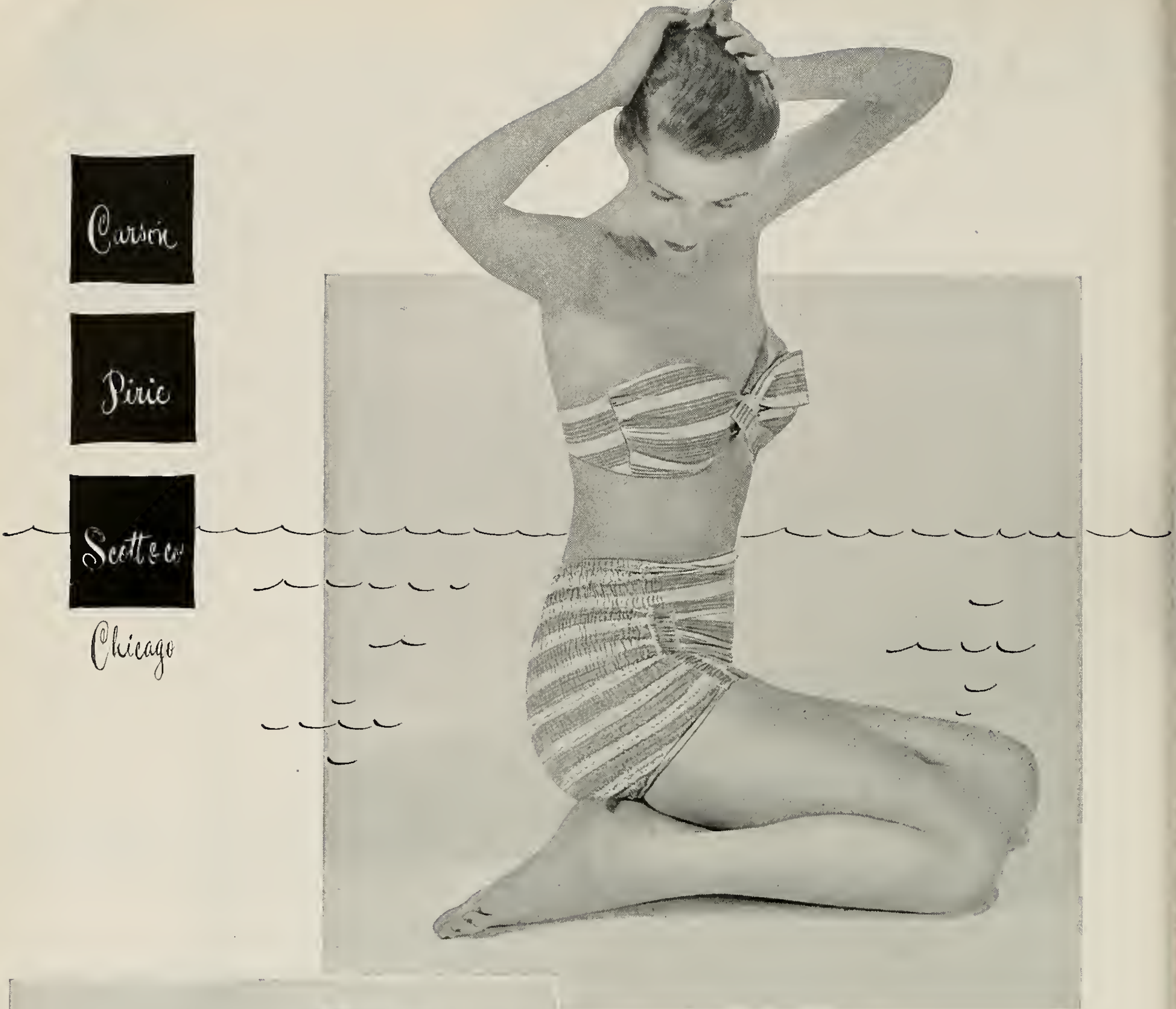

From the Cole of California
water-color collection

Seascape...

...brief, very brief elasticized trunks, and a positively ingenious backless, strapless bra. Add to this (and you should, en route to the beach) a colossal skirt, and you've an ensemble in which you'll spend the sunniest time of your life.

Of Hope Skillman's striped chambray in colors inspired by the Cole collection of paintings...chrome with grey, scarlet with blue, cocoa with aqua. Small, medium and large sizes. Suit 9.95. Skirt 10.95.

■ **CASUAL CLOTHES, fourth floor.**

VOL. V NO. 3 . . . . APRIL 1948

OPPEE

ACCENT on line . . this Petite Casuals dress designed especially to flatter the diminutive figure, five-foot-five or under. Jean Peters wears it, you'll love it . . for any sunny day! Notice the simple drama, the unusual stole pocket detail in a dress made of Whisper Stripes from California Fabric Co. Sizes 10-18, about $23 at The Broadway, Los Angeles; Buffums', Long Beach; Carson's, Chicago. Parasol is custom-made by Henderson, Los Angeles. Jewelry by Biltmore Accessories. Miss Peters currently is seen in the 20th Century-Fox production, "Deep Water."

The CALIFORNIAN

"FOR THE CALIFORNIA WAY OF LIFE"

california fashions

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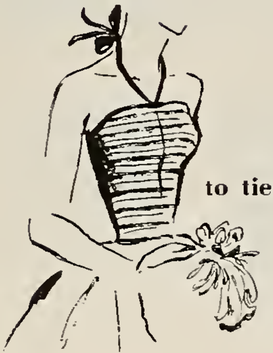
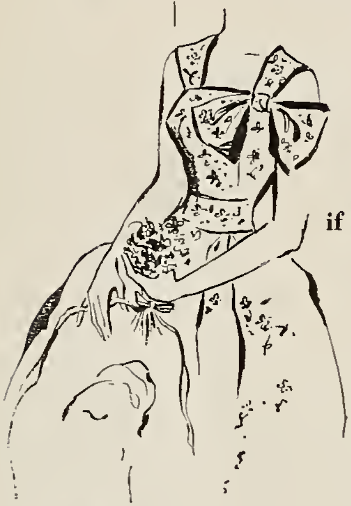
THE INSIDE STORY on fashions

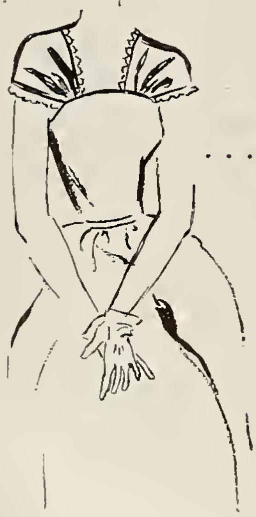
the barer the better



to tie, or not



if any, straps are wider



. . . as in brief cap sleeves

Do you ever wonder how our fashion designers get their inspiration? . . . what makes them decide upon one trend or another, on colors and lines that are newly exciting each season? . . . how it happens that there is a world-wide surge in favor of one silhouette, then another?

Fundamentally, fashion evolves in periodic cycles, a progression from the rounded bell silhouette . . . to back-fullness treatments . . . to the tubular form. But in today's fast-moving world this fashion routine has been accelerated, too . . . and changing trends that used to be noted over a period of years have been crowded into months, we nearly said weeks.

Like a spring coiled tight and forcibly held down, the fashion spiral had an unnatural deterrent during war years when lack of fabric and manufacturing restrictions held off the long-due return of the bell silhouette.

So what happened? Immediately the bans were lifted. skirts flared to unprecedented fullness . . . to circles, doubled and tripled. They dropped lower and lower in the first reactionary spirit of freedom. Waists were boned, hips were padded . . . an unnatural, unbecoming and uncomfortable trend for American women schooled in freedom and individuality.

During those first days of drastic change, The Californian Magazine and many of our leading designers clung to the belief that such extremes of fashion were unbecoming and economically wasteful.

Adrian, world-famous couturier who dresses some of Hollywood's most glamorous stars, agreed with our feeling that women need clothes to flatter them. "I'm not interested in fashions that do not make a woman look her best," he told us. "Better to wear an old becoming suit than a new and unbecoming one, just for the sake of fashion. Change is the spice of life, but over-spicing gives fashion indigestion."

Women all over the world can appreciate this way of thinking. And how the husbands will approve! If long skirts or the extremely full silhouette flatters your personality and figure, then that is what you should wear. But concentrate on "*a*" new look which can be achieved simply, rather than the drastic and complete change as implied by that odious expression "*the* new look."

Here in California we've held the line . . . for freedom, for individuality . . . probably because of our very environment. Where women spend so

from California where designers already have previewed and tested clothes to make you prettier than ever this season

much time in active sports, like golf and tennis, where they hop in their cars and drive to beach, mountains or desert for a quick change of pace . . . frankly, they can't be bothered with restraining, burdensome clothes that hamper their own lively spirit.

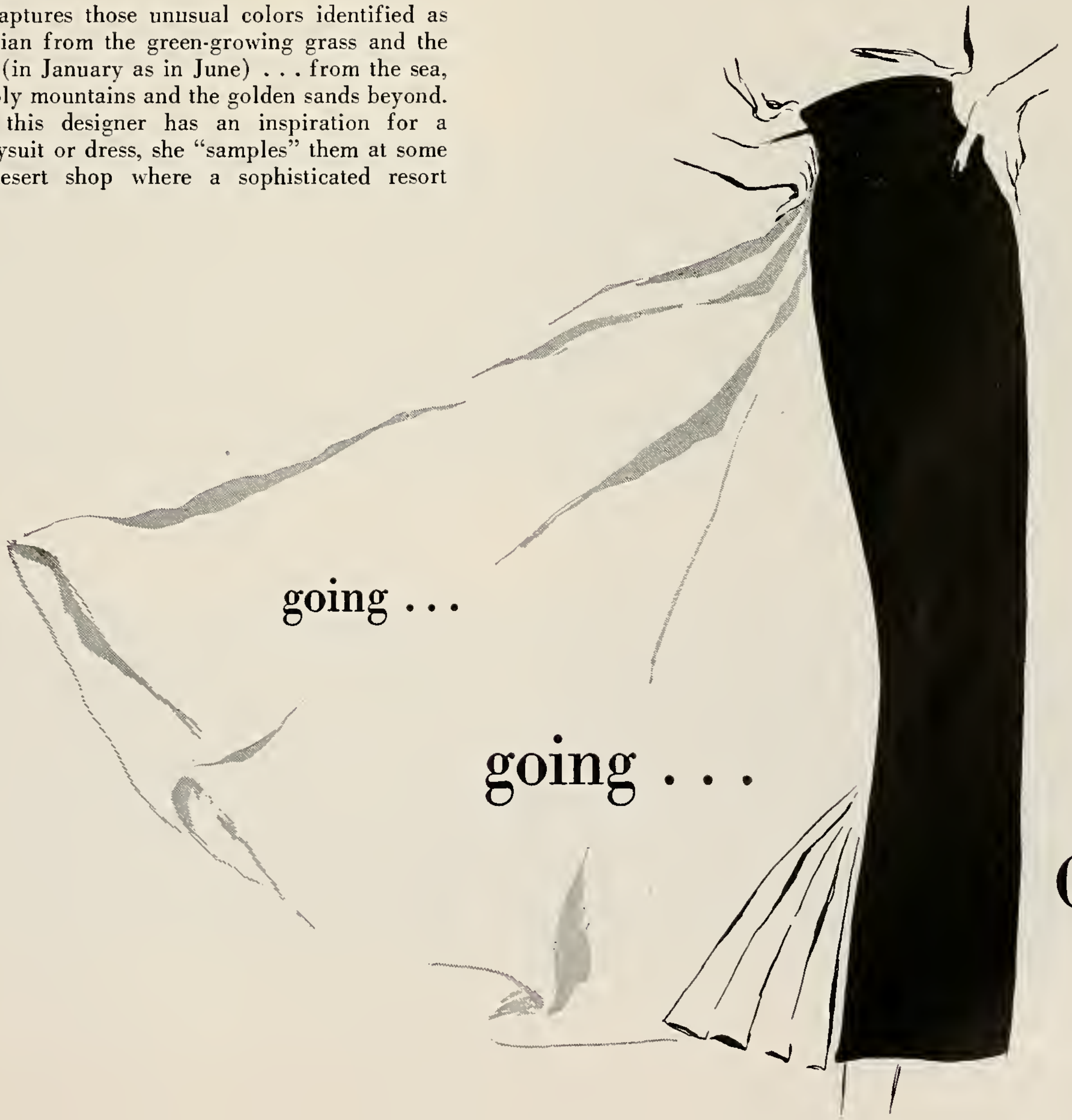
So now let's see what California has in store for you this summer, why we sincerely feel these clothes will make you prettier than ever before. First, let's consider the *way* in which western fashions are created, the inspiration that makes them more original and colorful than all others.

A California designer does not sit in lone splendor in a skyscraping office, dreaming up lovely things for a season as yet unborn. She, herself, lives outdoors. One day she's at the beach, then she's at the races, in the mountains . . . she can take time out to run down to the desert to catch the spirit of summertime even in the middle of winter.

She captures those unusual colors identified as Californian from the green-growing grass and the flowers (in January as in June) . . . from the sea, the purply mountains and the golden sands beyond.

Once this designer has an inspiration for a new playsuit or dress, she "samples" them at some smart desert shop where a sophisticated resort

you be the one to decide:
the billowing circle . . .
the skirt-like-a-sheath
with low flaring fullness
. . . or the skirt whittled down
to a fine exclamation



going . . .

going . . .

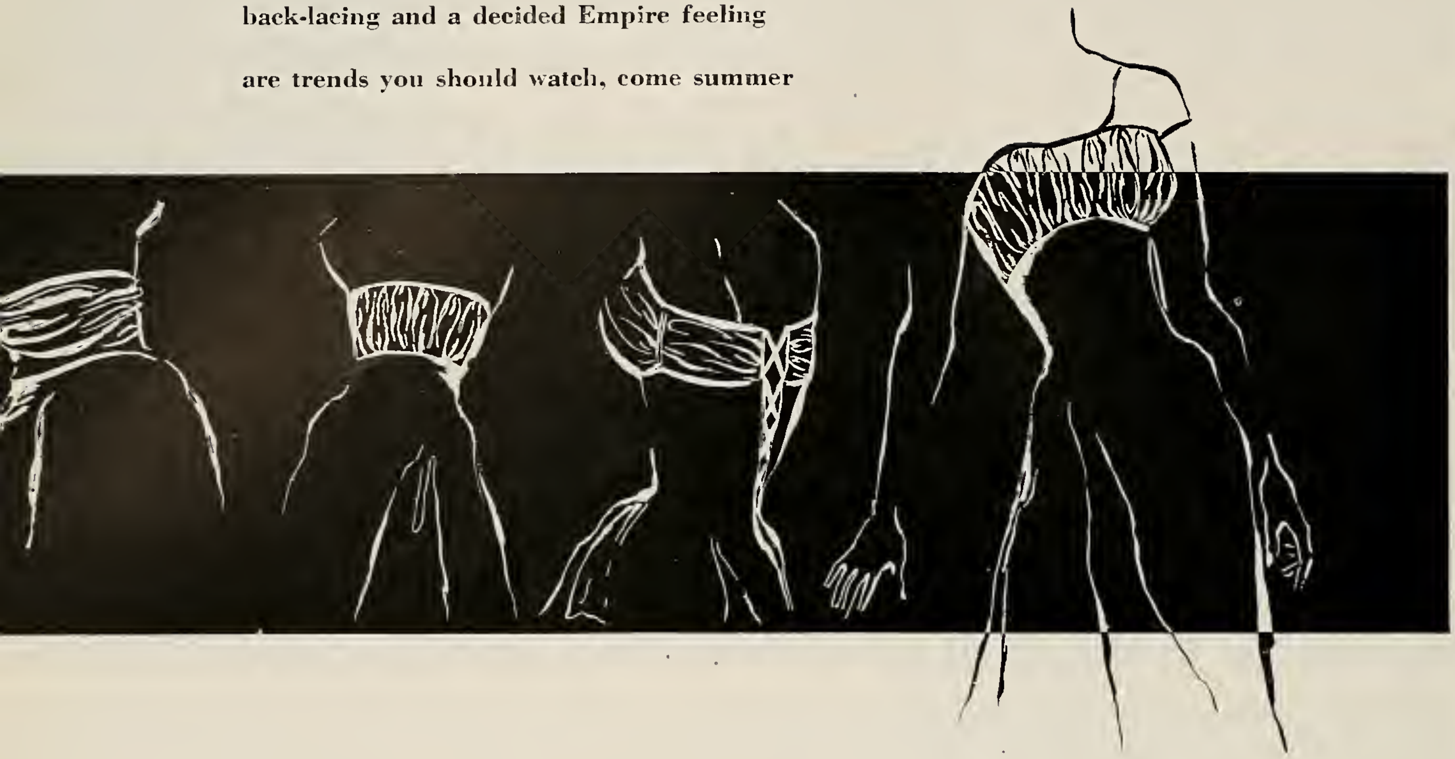
GONE?

new interest goes waist high, and higher . . .

the cummerbund, shirred midriff

back-lacing and a decided Empire feeling

are trends you should watch, come summer



colony really tests them in action. By the time California fashions are displayed in your stores, nine times out of ten they already have been tested and approved by this discriminating group.

By mid '48, then, we find the skirt controversy settling down. You've decided in your own mind (we hope) whether longer, fuller skirts are for you. Mind you, we've always liked full skirts . . . we gave you dirndl and peasant fashions, remember. We think they'll always be good for sweet young things. Long-and-full, they're perfect for patio, garden party, for the hostess, and of course . . . for evenings. Beyond that . . . you be the judge!

There is an obvious trend toward rushing the fashion cycle described way up front: The bell silhouette already is being modified to a front-slimness with back-fullness . . . and people like Adrian and M.G.M.'s famous designer, Irene, are going even farther. They have made an exclamation of the slim string-bean skirt, the tubular tight sheath. You can have your choice this season . . . particularly in California clothes designed to flatter the individual.

New interest is waist high, and higher. Throughout leading fashion collections we noticed a tendency to put extra detail at neckline and shoulder . . . if any! Outstanding trend of them all is the vogue for the camisole or corselet top . . . a bold brevity that may boast an adjustable tie (usually concealed and seldom used by young things who covet the sun.) But if yours is not the fine figure, beware of this all-out exposure! Jackets, boleros or longer, are frequent cover-ups for this sundress craze, which this season has gone beyond the playtime cottons . . . into the sophisticated short dinner dress with its own coat to take you to town!

The shawl or the matching fabric stole is a pleasant variant for jackets. Try it . . . you'll enjoy the carefree elegance such a simple thing can give you.

In play clothes, wider shoulder straps are seen . . . some even shirred into brief cap sleeves. The traditional T-neckline comes in again . . . buttoned up for modesty, opened to its widest V for sunny days. The two and three-piece ensembles are exerting a strong influence: Brief bra and skin-tight panties under jacket and skirt . . . tiny camisole and bloomers similarly concealed . . . or the one-piece play suit, classically simple, with a practical skirt to put on occasionally.

Almost over-powering is the popularity of blouses and skirts: Blouses with deep scoop necks or off-shoulder treatment . . . for the more elegant look, it's the shirtwaist dress with its ladylike air.

At Palm Springs we saw this trend proving itself again and again. Shorts and pedal pushers were only for active sports. By day you'll be feminine and picturesque . . . stripped down for action!

Throughout fashion collections for play, day or evening . . . there is a feeling of waistlines going up and up, sometimes eliminated entirely in princess style. The bare midriff looks right for smooth young things; others will get the same high-waisted effect with cummerbund or shirred midriff. The Empire feeling is coming . . . in fact it is here in dramatic free-flowing evening clothes, even in suits with high-riding back interest. Generally, though, suits are softly curved and fitted, with the slimmer skirt our choice for the look of true distinction . . . gamins are just that: For gamins!

Afternoon clothes are developing a new waist-high interest, too, with conversational devices and extra flattery to provide over-table interest. When you go to dinner or tea you'll find this a practical hint!

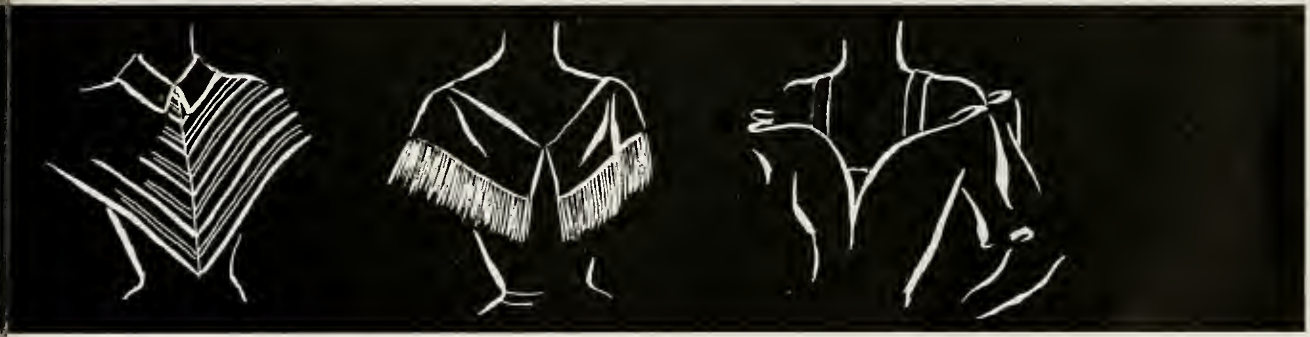
Stripes are everywhere, starting with an unusual mitred effect in a neckline that wings wide to form tiny cap sleeves. In skirts stripes are often horizontal in front, diagonal to the side, and straight up-and-down in back (achieved by cutting a full circle, crosswise in front).

Decoration is all important, following up this conversational and over-table device we've discussed. The shawl, the stole, the neckline, all lend themselves to extra detail . . . while pockets get dressed up with jewels, or they're quilted, set in tiers, or treated like pouches and slung on your belt. They're fun. Quilting, in fact, is an exciting part of your summer wardrobe: Full skirts of denim or cotton are quilted hem-to-waist, in all-over design or to outline a pattern . . . pockets or collars or hemlines are quilted for extra intrigue.

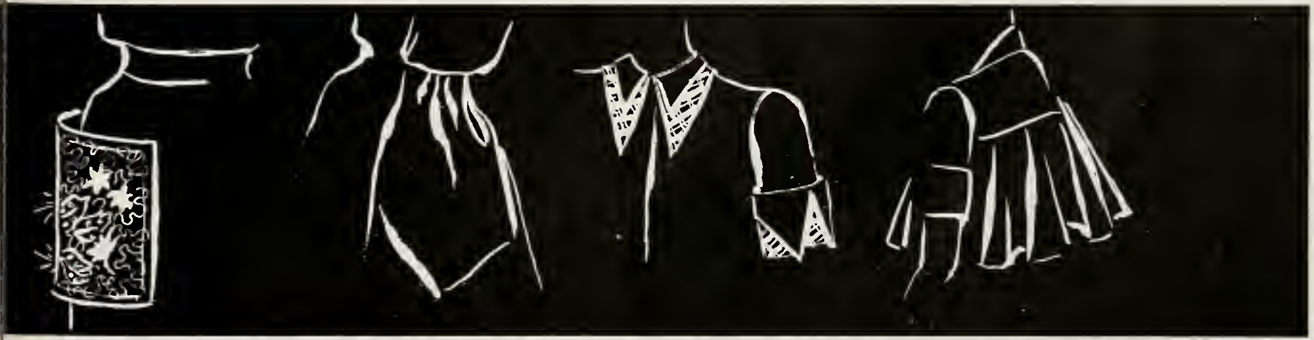
What is the color of summer? From earliest "showings" at Palm Springs, we'd pick white as the first flash of the season: Nothing smarter with bronze-tinted skin, with gold accents. King Midas seems to have touched all the early resorts . . . shoes, belts, bags, buttons and jewelry all had this gilded-golden look.

Sun-bronze is another tone we predict for big success . . . a pinky-beige which is a wonderful mixer, good early-season or late because it accepts color accents easily, dramatically. Good, too, are the lime-yellow shades, the shell pink and turquoise taken right out of the sea.

In this issue, we bring you the classics, the basics, the vacation-minded favorites you'll find in your store . . . all with the unmistakable California air. We've photographed designers at work in their own sunny patios and gardens . . . we've pictured their fashions in seashore and hillside studios of famous ceramic artists who interpret California beauty in clay of the earth. All in all, we want you to know . . . how California gets this way!



stripes are important, necklines exaggerate the V-look, fringe is an item . . . you'll find these and more over-table devices to brighten your days.

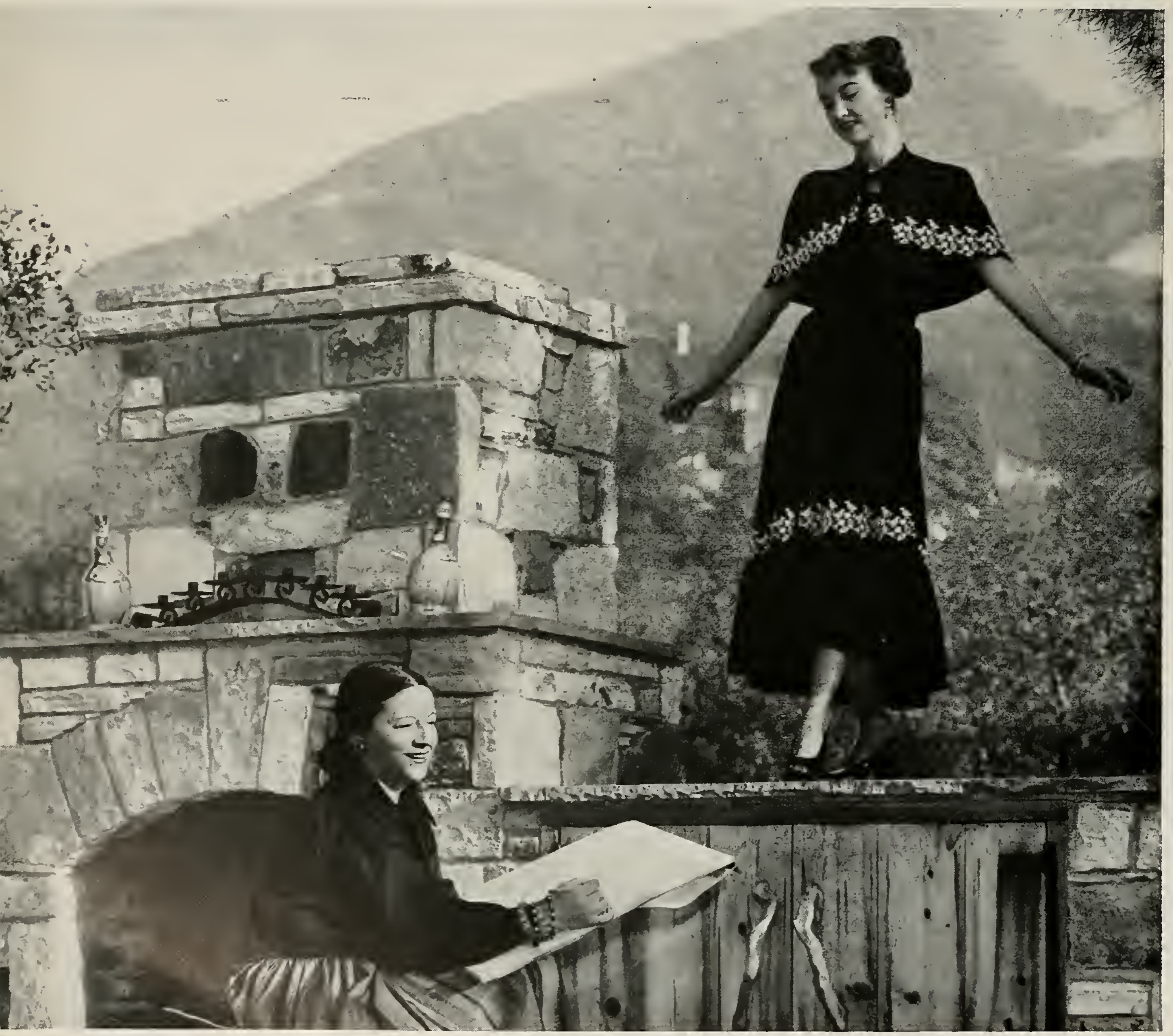


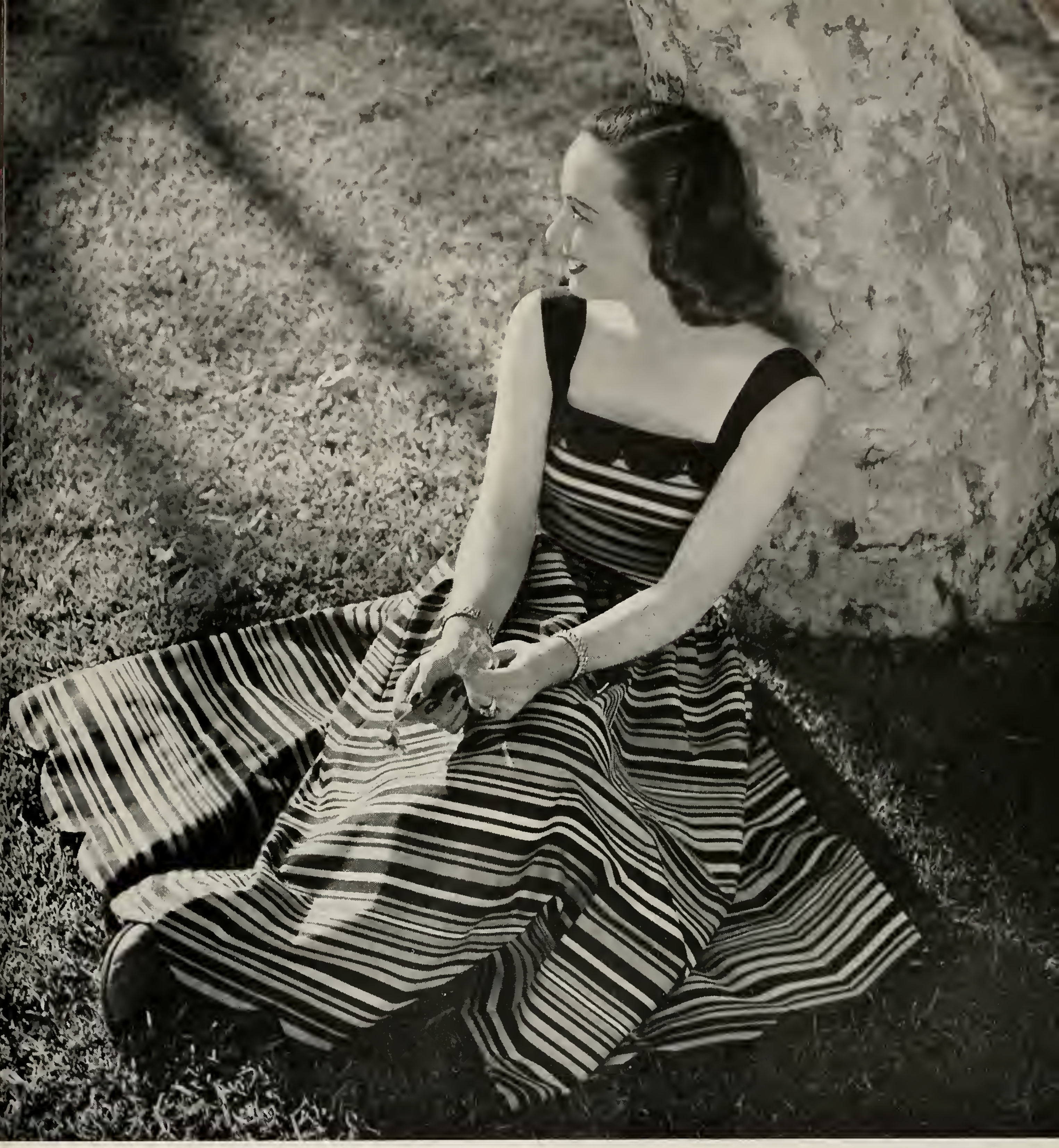
decoration is more elegant, pockets important with sequins and quilting (some are slung like pouches at waistline); double accents, short flaring boleros.

The Beauty Of It All

There's something about California that inspires our designers to achieve fashion freshness. It may be the sparkling prismatic colors of sunshine, the drama of picture studios nearby, the carefree way of life we enjoy . . . or just the beauty of it all! Whatever, it inspires people like Louella Ballerino to unequalled originality. An instinctive leader and trend-setter, Mrs. Ballerino uses colors boldly, even finds new-wonderful tones in rocks she collects from all over the world. Travels far for authentic native design ideas, often creates her own fabric prints and embroidered borders (favorite device to complement a theme!) In California she finds the eternal challenge: To create fashions as exciting as the life around her: Patio-fancies for the hostess, dramatic clothes for evening, for play, for the swim. Here in her own barbecue in Flintridge, previewing her new Lily Belle patio gown . . . right for the time, the place, the girl.

Removable cape above bare-bare bodice . . . Louella Ballerino idea to make you a beautiful hostess, a lovely sun-lazer. In Bates black poplin with frosting of white embroidery, sizes 10-16, about $40 at Carson's, Chicago; B. Altman, New York; Joske's, San Antonio.





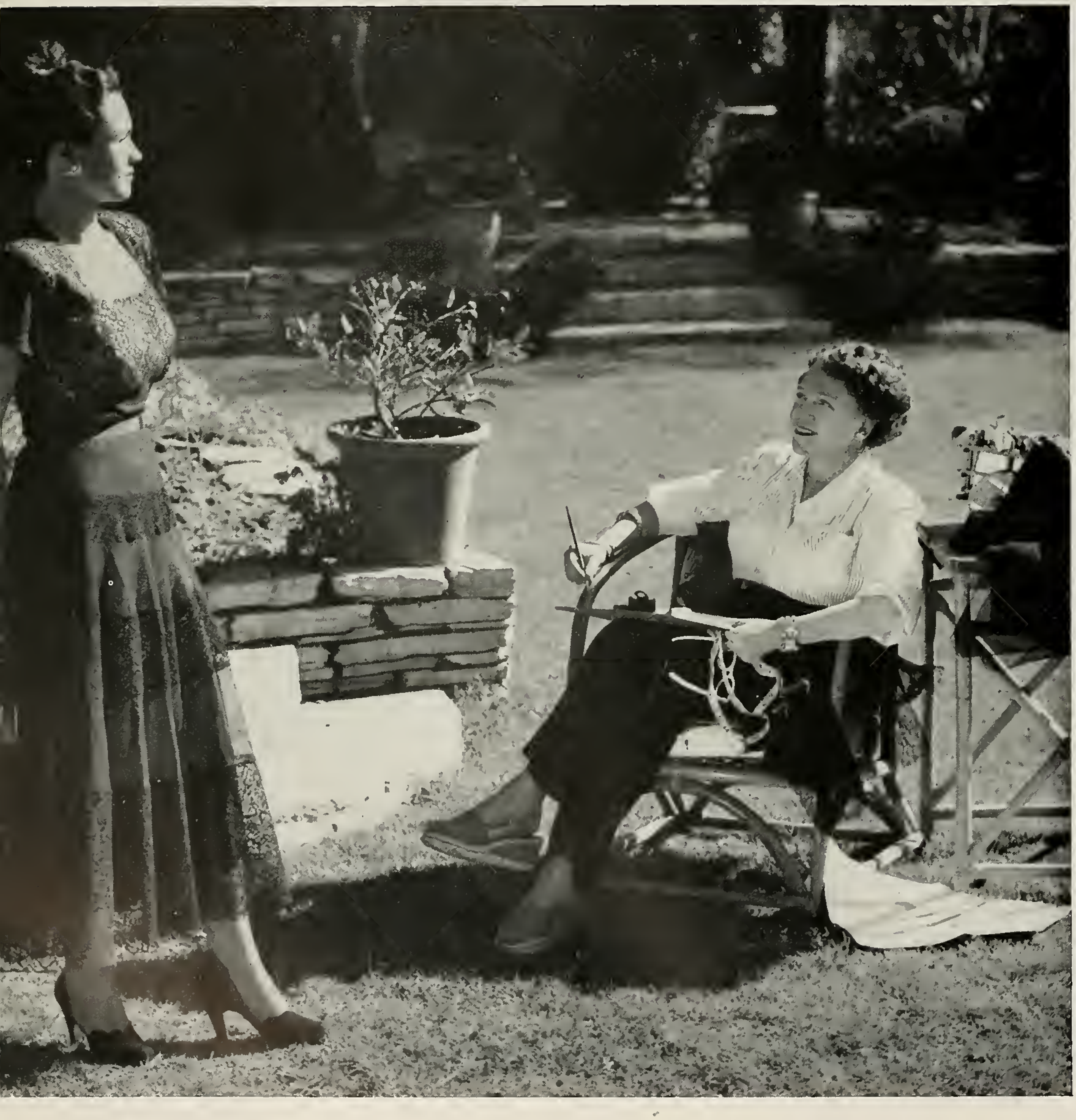
Pictured in her own sun-shaded gardens, Pat Premo wears her newest sun-dress . . . of gay roman-striped Bates cotton, deep yoke and hemline interest taking to scallops. Sizes 10-16, it's about $27 at Buffums', Long Beach; Carson's, Chicago.

Pat Premo lives 'way out in beautiful North Hollywood, her spacious estate inspiration enough for the town-and-country clothes she does so well. This native daughter (she is, really!) has done so much to dramatize cottons, for the gentlewoman's fashions she creates with assurance and poise . . . usually are founded on the functional quality of fine cottons, linens, and the like. Mother of two young children, she personifies the young, lively spirit that is so Californian. And her smart clothes you wear this season are Californian, too!

Dreamed Up In The Sun . . . . Tailored

Peggy Hunt has a special talent for the gala dress, the extra touch of femininity that makes a woman romantically lovely. Socially active and a charming hostess, she has a rare feeling for the kind of clothes you like to wear dancing, to tea, or at home. Here in her own spacious garden, you can see where she gets inspiration from the sunshine and shadow, the gentle tracery of leaves and flowers . . . a mood she likes to interpret in delicate fabrics and laces and such! A dream come true is this filmy afternoon and after-dark dress, a typical Peggy Hunt romanticism.

Sheer marquisette with lace, the Peggy Hunt formula for a wonderful evening . . . distinctly social. Wear it demurely, with tiny pearls or crystal . . . with jet for black magic! Sizes 10-16, about $65, at Bullock's, Los Angeles; Carson's, Chicago.

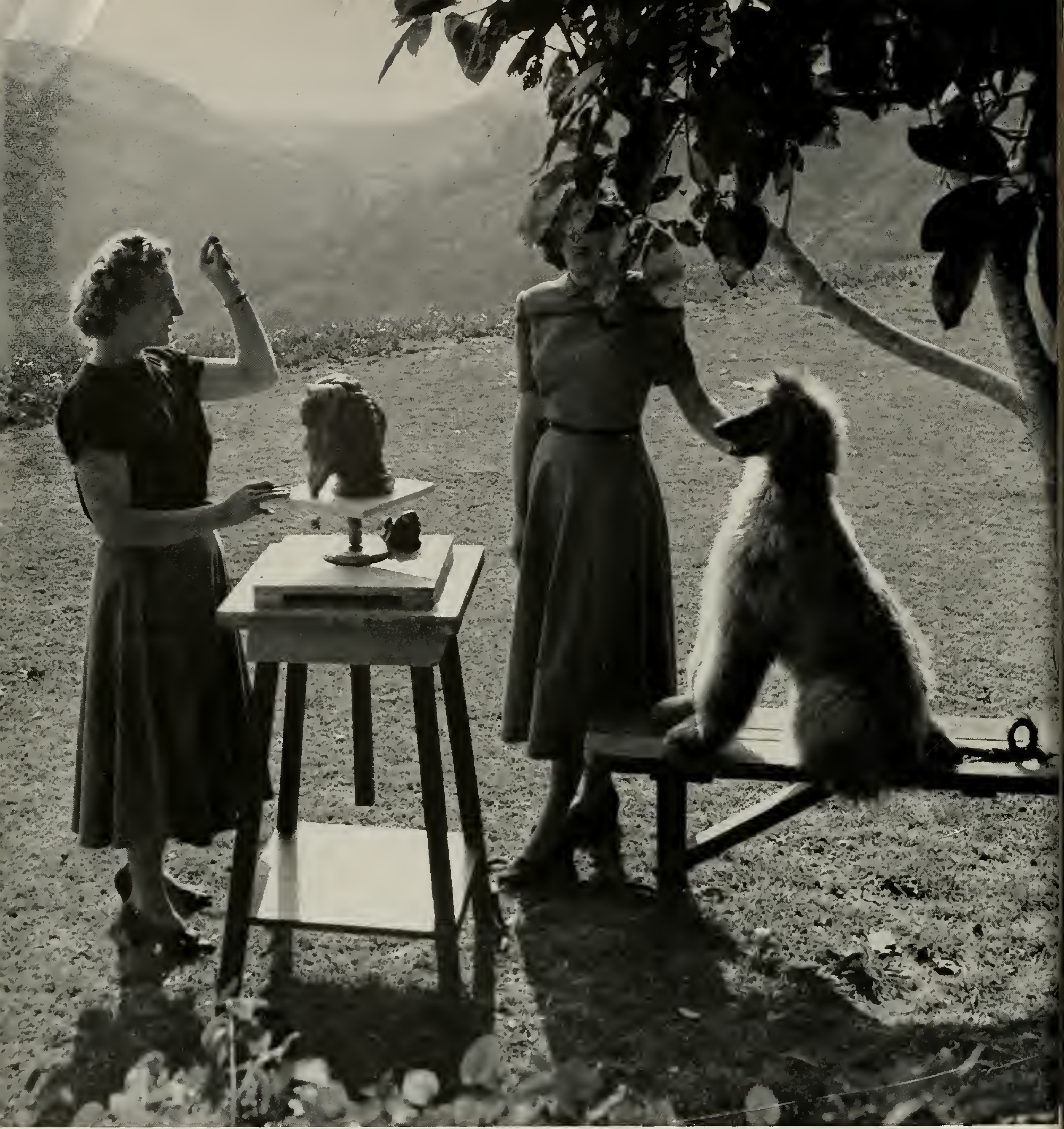


PARKER-REED

For Fun

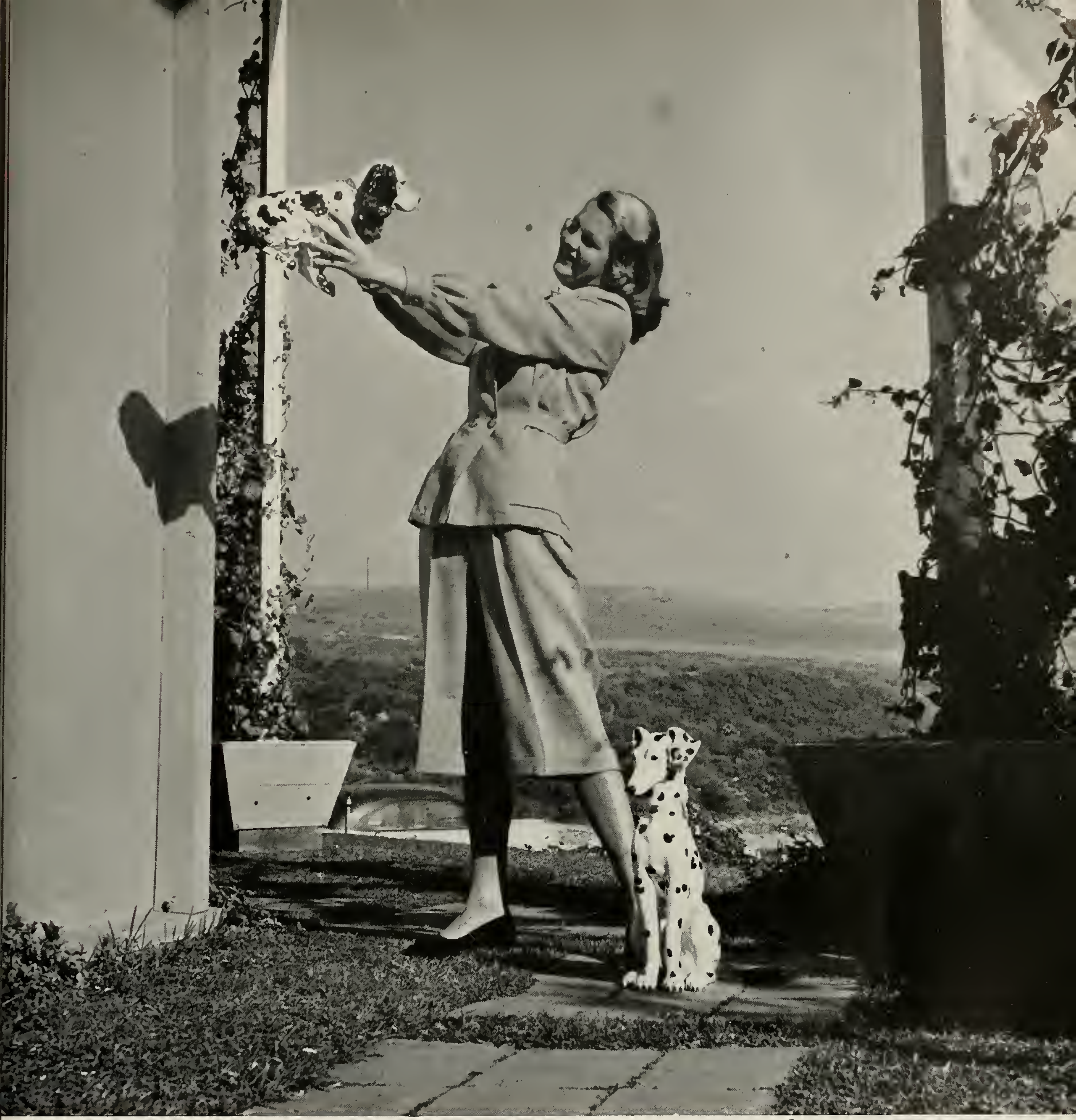
De De Johnson, one of our most vivacious and dynamic designers, is a staunch advocate of outdoor living . . . and comfortable sportswear to make life pleasant. Sun-tanned and glowing, she likes strong true colors and dramatic contrasts . . . believes in T-tailoring clothes that go sailing, golfing, or anywhere under the sun. Hers is the joyous spirit we call . . . Californian.

The kind of playtimer De De Johnson finds so wonderful for active sportswear . . . free-moving Eisenhower jacket, crisp white shorts. With matching polka dot shirt it's a town-trotting favorite, too. Sizes 10-18, about $40, at Carson's, Chicago; A. Harris, Dallas; Scruggs Vandervoort & Barney, St. Louis.



Interpreting Beauty In Clay, In Clothes

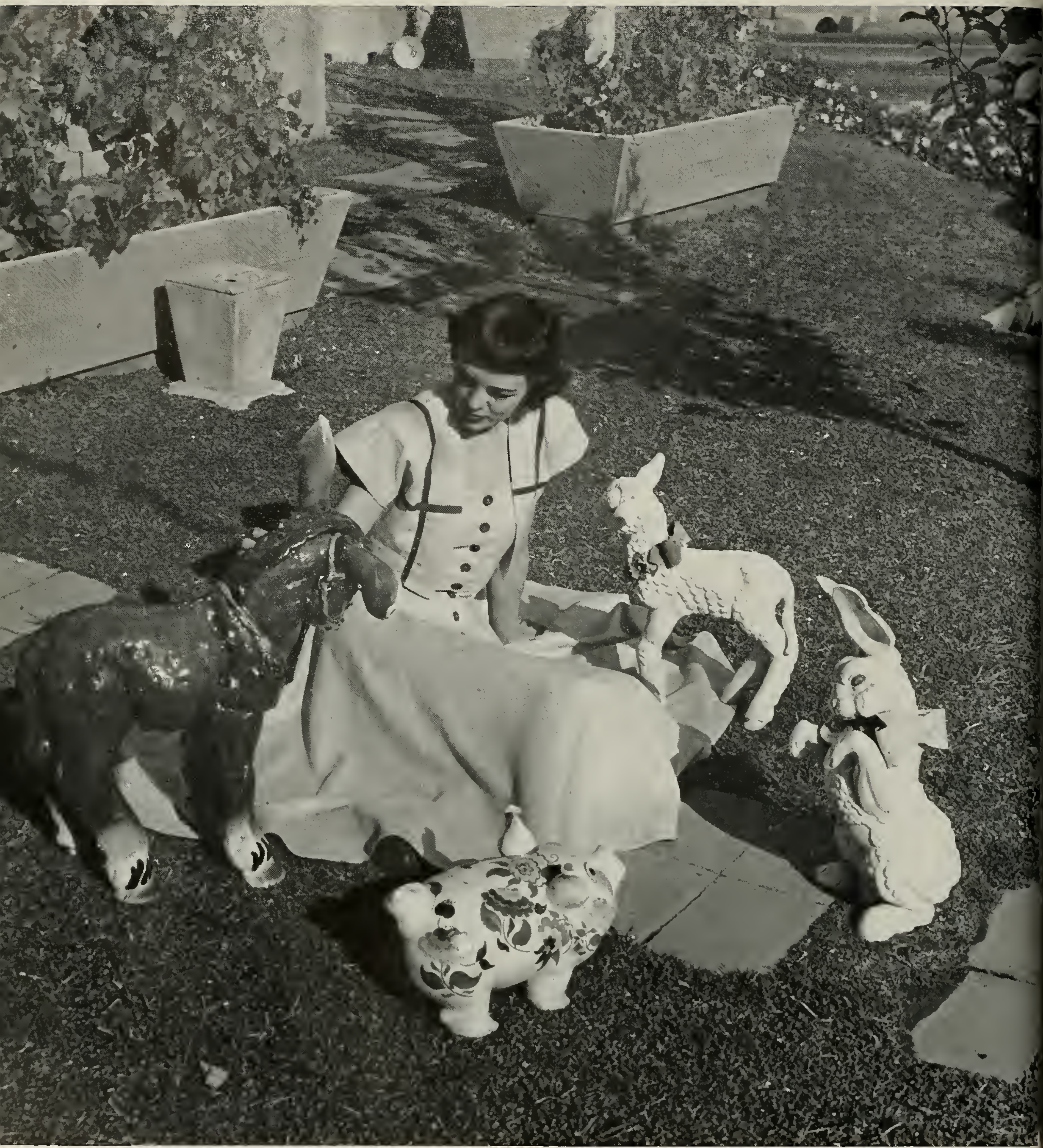
Picture a studio made mostly of glass, built high on a cliff overlooking the sea . . . then imagine Kay Finch working outside to make basic molds for ceramic whimsies to decorate home and hearth. This famous ceramist has one of the country's most idyllic studio-shops at Corona Del Mar, mecca for tourists. It's no uncommon sight to see her helpers bicycling to work, sitting outside in the sun as they paint. Miss Finch models from life, and here we catch her in creative mood . . . using Thumper, her champion Afghan, as model. Following pages present series of California-inspired fashions in clay and fabric.



EARL SCOTT

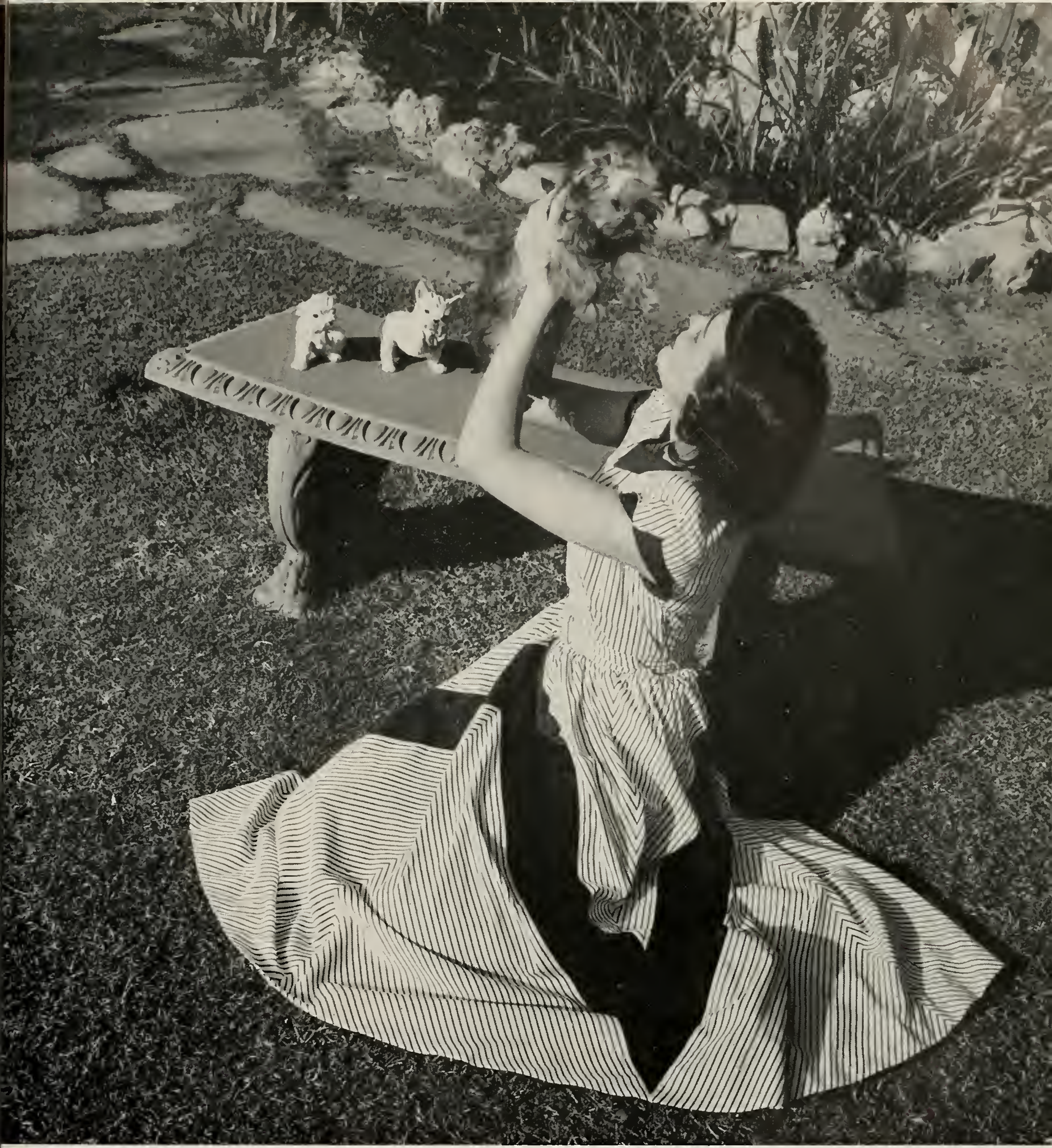
The versatile pedal pusher, above, inspired by needs of cyclists, adopted by fast-moving women everywhere . . . translated into jacket-ensemble of Tumble Twist fabric. With plaid seersucker blouse, it's companion for summer days. Graff of California; sizes 10-20, about $18 at Carson's, Chicago.

Opposite page, Kay Finch, left, models her Afghan in clay; our fashionable miss models Addie Master's backwrap of rayon linen with color accents . . . easy-in dress for day-long pleasure; sizes 10-18, about $35 at Carson's, Chicago; Wm. H. Block, Indianapolis; Rich's, Atlanta.



Our Sun-Shiners . . .

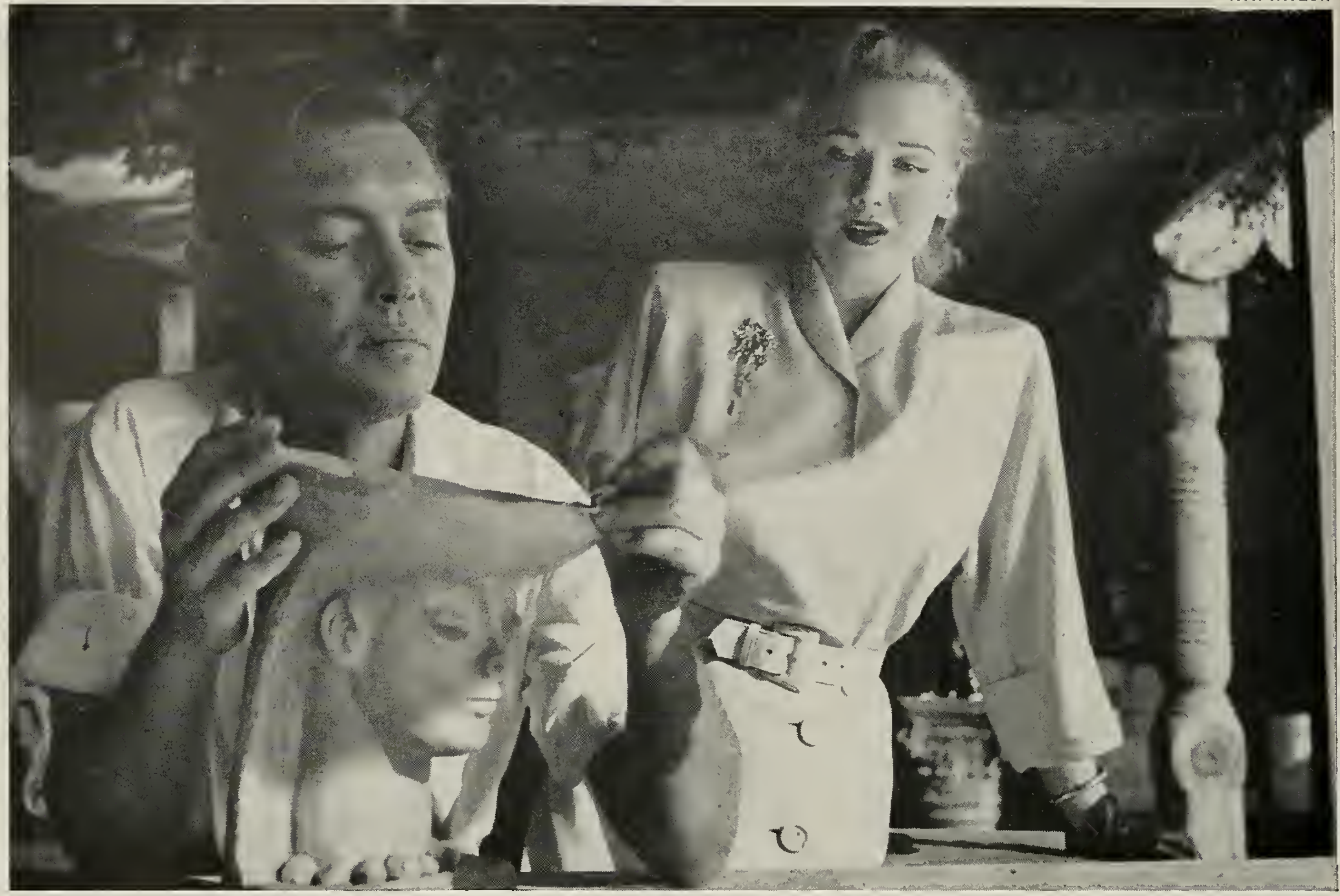
Where the sun shines all winter, fashionists have been busily designing for your summer pleasure . . . above, Agnes Barrett takes crisp Salyna butcher linen for a smooth-flared sun dress with a bolero . . . surrounded by Kay Finch seraphic ceramics. Sizes 10-18, about $35, at Town & Country Shop, Los Angeles; Carson's, Chicago.



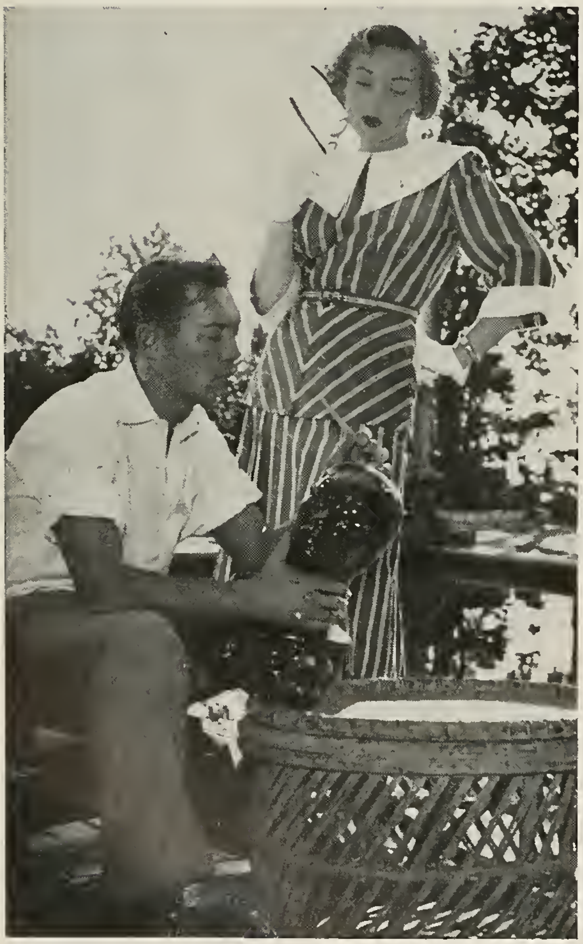
EARL SCOTT

Summer refresher, cool as the ocean breezes at Corona del Mar . . .
Pat Premo's original in Bates poplin, with mitred stripes for pure drama.
A merry-go-rounder for vacation or town wear, sizes 10-16, under
$30, at Desmond's, Los Angeles; Buffums', Long Beach; Carson's,
Chicago; The Dayton Co., Minneapolis.

DASH TAYLOR



Ken Sutherland's gabardine classic, sizes 10-20, about $35 at Haggarty's, Los Angeles; Buffums', Long Beach; Carson's, Chicago.



Inspiration Of Our Days

You'll remember Richard Cromwell as an actor of note . . . now we present him as ceramic artist who has won much acclaim for his sensitive modeling in clay. That's the way with California . . . it fires its devotees with an enthusiasm for more colorful living, stirs up a yearning for self-expression. So many times this "expression" results in the creation of material beauty to be shared with the world . . . like Cromwell's lovely ceramics, sun-tempered and serene. California fashions, too, have this same quality of carrying a spirit of sunshine wherever they go . . . like this smooth-molded dress worn by actress Marion Carr, *above*, as she watches Cromwell work on the veranda of his hillside home.

Scaled to small figures, by Petite Casuals; sizes 10-20, about $18 at Buffums', Long Beach; D. H. Holmes, New Orleans; Sakowitz Bros., Houston.

Fashions that go . . . *to beach, on vacation. Left, satin lastex, Mabs of Hollywood, sizes 32-40, about $17 at May Co., Los Angeles; Buffums', Long Beach; Wm. H. Block, Indianapolis.*

Left, below, terry Showerobe, about $11, plastic-lined beach bag about $4, by Normandin Bros.; at Buffums', Long Beach; Burdines, Miami; Stix Baer & Fuller, St. Louis; Bloomingdales, New York. Below, sun-fun duo, by Cole of California, chambray with metallic thread . . swimsuit with elasticized shirring, about $15, dress about $25, at Buffums', Long Beach; Carson's, Chicago; Best's Apparel, Seattle.

EARL SCOTT

MISS KILPATRICK PLAYS HOOKY

by CATHERINE LEE CLAY

Opening her eyes, Miss Allie Kilpatrick breathed in the scent of orange blossoms and remembered that it was time for the flowers to be out on the desert. Then she remembered something else. It was only Tuesday, there were four more days of school that week. She leaned back, closing her eyes, realizing that she was still tired from the day before. Being an arithmetic teacher, she began to compute. She taught five classes in the junior high school, five classes every day. The class enrollment averaged thirty-five. That meant one hundred and seventy-five pupils, one hundred and seventy-five papers to correct, one hundred and seventy-five grades to make out, one hundred and seventy-five hearts to win . . . if you could. She sighed and drew the covers about her thin shoulders. Worst of all, there was Hank Bittinger.

Yesterday she had held him after class to give him the unatisfactory notice. He'd turned red clear up to the roots of his sandy, scrubbing brush hair, crushed the notice in a dirty fist.

"Hank, you'll take that home or—"

"Or else," he finished, gazing at her out of defiant blue eyes. Half under his breath, he added, "I'll take or else."

She pretended not to hear. "Your work looks like chicken scratches." She pointed to a problem on the blackboard that might have been something out of calculus done in Chinese.

"Got the answer," Hank said, his chin stubborn. "You're just sore at me."

She knew what he was thinking, he was thinking about the verse she'd found on the board Friday morning:

"She's an old bag with a blister,
That's why no man ever kissed her."

She had recognized the handwriting, which for once was legible, but she had erased it, her face flaming, and said nothing. At her age a school teacher was used to that sort of joke. It was best ignored.

"Hank," she said quietly, "I am here to teach you arithmetic. If I don't do it, I am failing in my duty."

He thrust his fist into his pocket, did not answer.

She went on: "I expect you to bring that notice back tomorrow morning, signed by your father."

"He'll give me a licking."

"That is not my affair." She moved to her desk and began stacking the papers that had come in that day.

When she looked up again he was gone, and for some reason she felt old and defeated.

Defeated. That was the way she still felt this morning, not only old, but defeated.

The curtains parted, a fresh wave of orange blossoms came in on the breeze. Again she thought of flowers on the desert. Spring in California; the enchantment was unbearable, it made you weep inside. Beyond the town were the citrus groves, and beyond the groves lay the desert, stretching peacefully away to the blue foothills. Suddenly she longed to be out there, alone in the sunny air. She wanted it more than she had wanted anything for a long time. And it was only Tuesday. She groaned and sat up on the edge of the bed.

Because her sparse hair had once been curly, she tried to keep it that way, and her head ached from the cruel network of metal curlers. She began removing them.

Without looking into the mirror, she combed out the tight little kinks. Perhaps her hair was too frizzly. If it was, she didn't want to see it. She thought again of Hank Bittinger. Had he given the notice to his father last night and received the licking? He had no mother to intercede, and his father was a burly giant of a man who operated a cement mixer. He probably didn't know his own strength.

She put on her robe and opened the door. The smell of coffee and the rattle of dishes rose from the dining room. Her landlady, Mrs. Smithers, was already serving breakfast. The day had begun. Her day. No, not her day, another link in the endless chain of her bondage. She couldn't face it.

Clutching the robe to her flat breast, she ran downstairs to the 'phone, dialed the board of education. She was ill, she said, they would have to get a substitute for the day.

"I'm so sorry," same the girl's cool voice. "I hear you haven't missed a day for fifteen years."

"That's true. I thought I could make it today, but I find I can't."

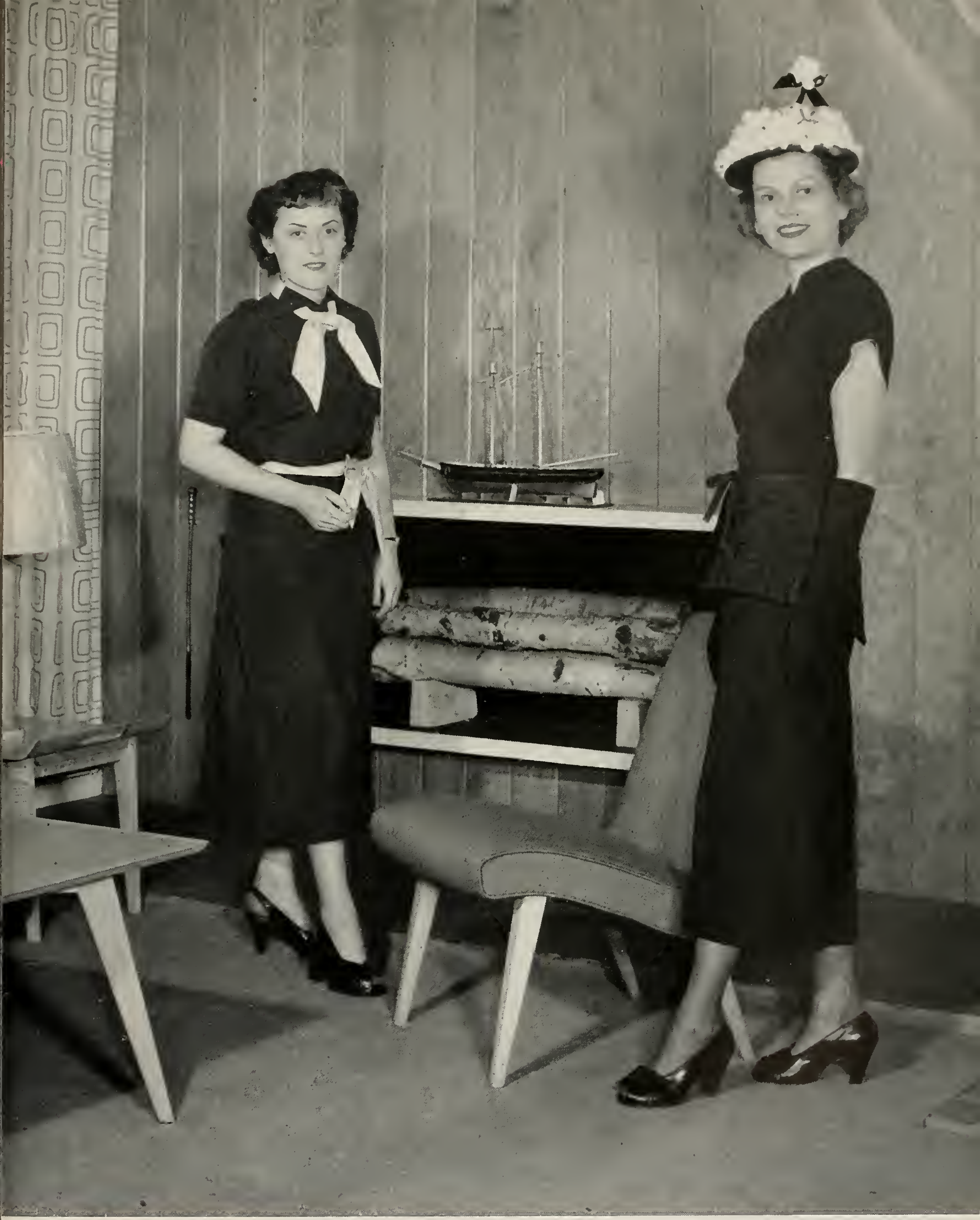
"All right, I'll take care of it, Miss Kilpatrick."

Allie went back to her room, and determinedly made up the bed. After a shower, she dressed in her raspberry colored suit, which was her nearest concession to frivolity. As a child, she had loved bright colors. Another memory smote her. As a child, she had also had a quick fiery temper. Like Hank's. At thirteen, she herself might have crumpled up that notice.

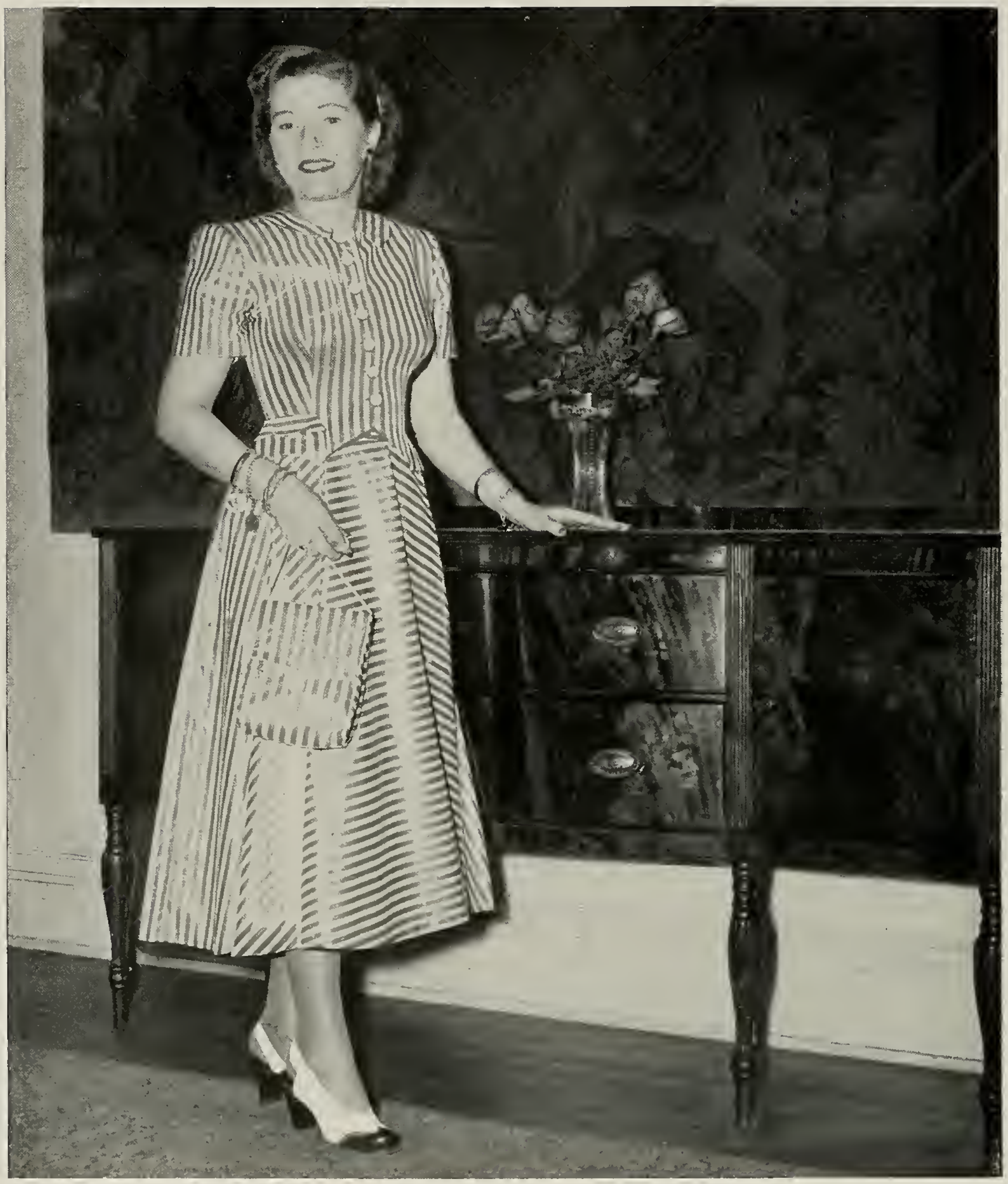
She went down to breakfast as usual, then got out her old coupe and drove through back streets out of town and on through the citrus orchards. At the edge of the desert, she stopped at a lunch stand and went in to buy hamburgers and doughnuts and pie. She was going on a picnic, she said, somehow not wanting the man to know that she was alone. She added a quart of milk and chocolate bars to the list. With her arms full, she hesitated. "Are the wild flowers out?"

He wiped his big hands on his apron. "That's what I hear."

"Which . . which is the best (*Continued on page 66*)

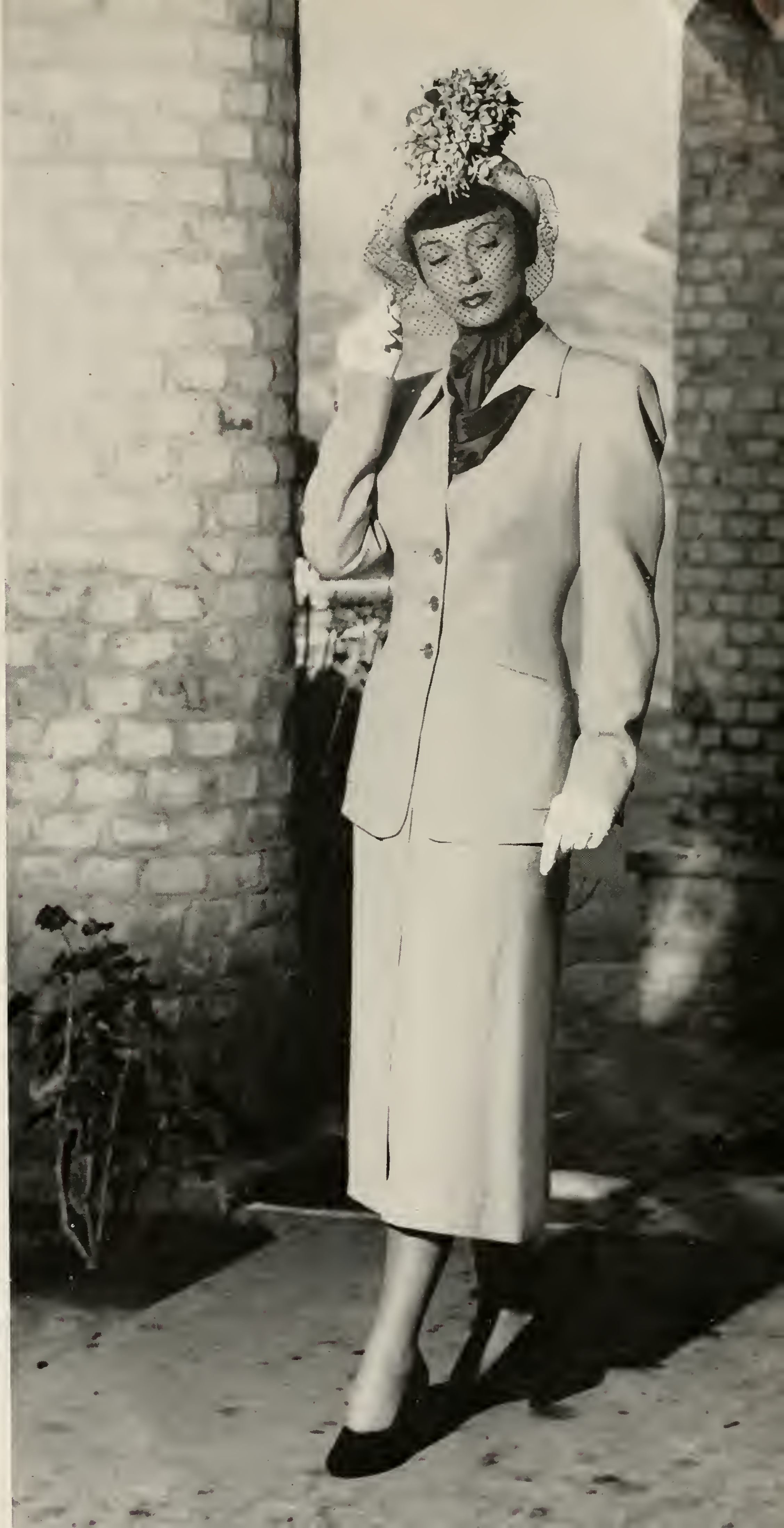


Chicago women who appreciate the flair of California fashions are, *left,* Mrs. Byron Harvey Jr., and Mrs. John R. Hurley, both pictured in the ingenious gowns created by Marusia. wife of radio commentator Don Wilson, and featured exclusively in Chicago at Carson's. Mrs. Harvey is an active worker for the Passavant Hospital and many Chicago charities, has three small children, while Mrs. Hurley is president of the board at Emerson Settlement House, an officer of the Junior League and a busy young mother.



Mrs. Beatrice Bixby Andrews, third generation Californian and granddaughter of Jotham W. Bixby, one of the original owners and founders of Long Beach, is pictured here in her New York apartment, wearing a two-piece glazed chintz dress by Blair of California. Mrs. Andrews has just returned from Switzerland and apportions her time in Long Beach, Florida and New York. Her dress and matching bag in glazed chintz are available at Buffums', Long Beach, and B. Altman's, New York. Sizes 10-20.

Clean-cut basic suit for town or travel, this fine gabardine by Rosenblum is picture-perfect on the veranda of the little theatre of Padua Hills near Claremont. About $50 at Lord & Taylor, New York; Carson's, Chicago; Buffums', Long Beach. Sizes 10-20.



PAUL PARRY

SWEET TYRANNY

the taming of elliot was no problem for a schoolteacher . . she thought . . until he arrived for a week's visit to wear down the "patience of job"

BY SHIRLEY NELSON SHUMAN

MY little nephew, Elliott, aged two years and ten months, came to spend a week of my summer vacation while his parents went to a hotel to recuperate. This was particularly true of his mother who. after taking care of a ten-room house plus the doctor's suite, was too tired to cope with Elliott's perversities and destructive tendencies. At the same time Elliott's four-year-old sister was shipped to her grandparents . . a wise gesture because she was easy to handle. At the time I put the parents down as milksops. If they couldn't handle Elliott, I could! Eighteen years as a schoolteacher and disciplinarian gave me that certainty.

Accordingly, when they deposited him in my apartment that Sunday night, amidst such howls that neither his father nor his mother could still him, I was the one who put him to sleep . . . by three magic words, "Good night, Elliott!" said briskly, of course. It never entered my puffed-up cranium that he was too tired and sleepy to protest any more. Thus, well satisfied, I went to bed.

But not for long. Evidently, his mother, in assuring me upon her departure that Elliott would sleep the night through, had blissfully forgotten two a.m. That's an ungodly hour when every nerve and fibre in your body is drugged with sleep. It couldn't be, and yet it was, Elliott sobbing. Some part of me managed to crawl out, and somehow I made Elliott's crib, like an inebriate zigzagging his way around lamp posts, there to find him with a sheet over his head, rocking back and forth, and lamenting in an unearthly chant like an Oriental in penitence. Instinctively I felt that part of his anterior and posterior that is most subject to dampening influences. Dampening is mild; a deluge had taken place right through the wood.

I was so angry that I could barely talk. "Don't don't you ever do that again!" I sputtered. "There's a bathroom, do you hear? Ask when you have to go!"

"Yas," said Elliott, putting his arm around me. But I was in no mood to be played with at that hour of the morning.

"Sleep!" I snapped. "And don't get up until late in the morning!"

"Yas," he said again, looking at me out of the corner of his eye. "Truck!" he bargained, patting his pillow. and would not close his eyes until I lay it down beside him.

But at six, he hi-yohed so much that I brought him into my bed with the faint hope of putting him to sleep again. I might have known better. Elliott could not, would not lie still.

"Truck!" he roared.

I was beginning to hate that object, but I gave it to him on one condition, "Play with it quietly!"

"Yas."

In spite of my crossness, I followed curiously the working of his hands. It bothered him that the wheels did not come off. With a patience that an adult would do well to emulate, he turned and pulled at the screws, succeeding finally in loosening one of the wheels. The cry of triumph that greeted this feat was like that of an Indian about to scalp his victim. "The wheeoohs off! WHeeohs, whEOOHS, wheEOOHS off!"

"Quiet! The neighbors!" I ran to get his shoes but I did not put them on right away. I could not. The reason was quite weighty. Elliott bounced up and down on my abdomen like a gargantuan medicine ball.

"Oh - ah - h - h," I groaned, trying to lift him, but the hands that embraced me so lovingly in the dead of night, now clasped my crown with an iron grip.

"Oh - h - h - h, my head," I moaned.

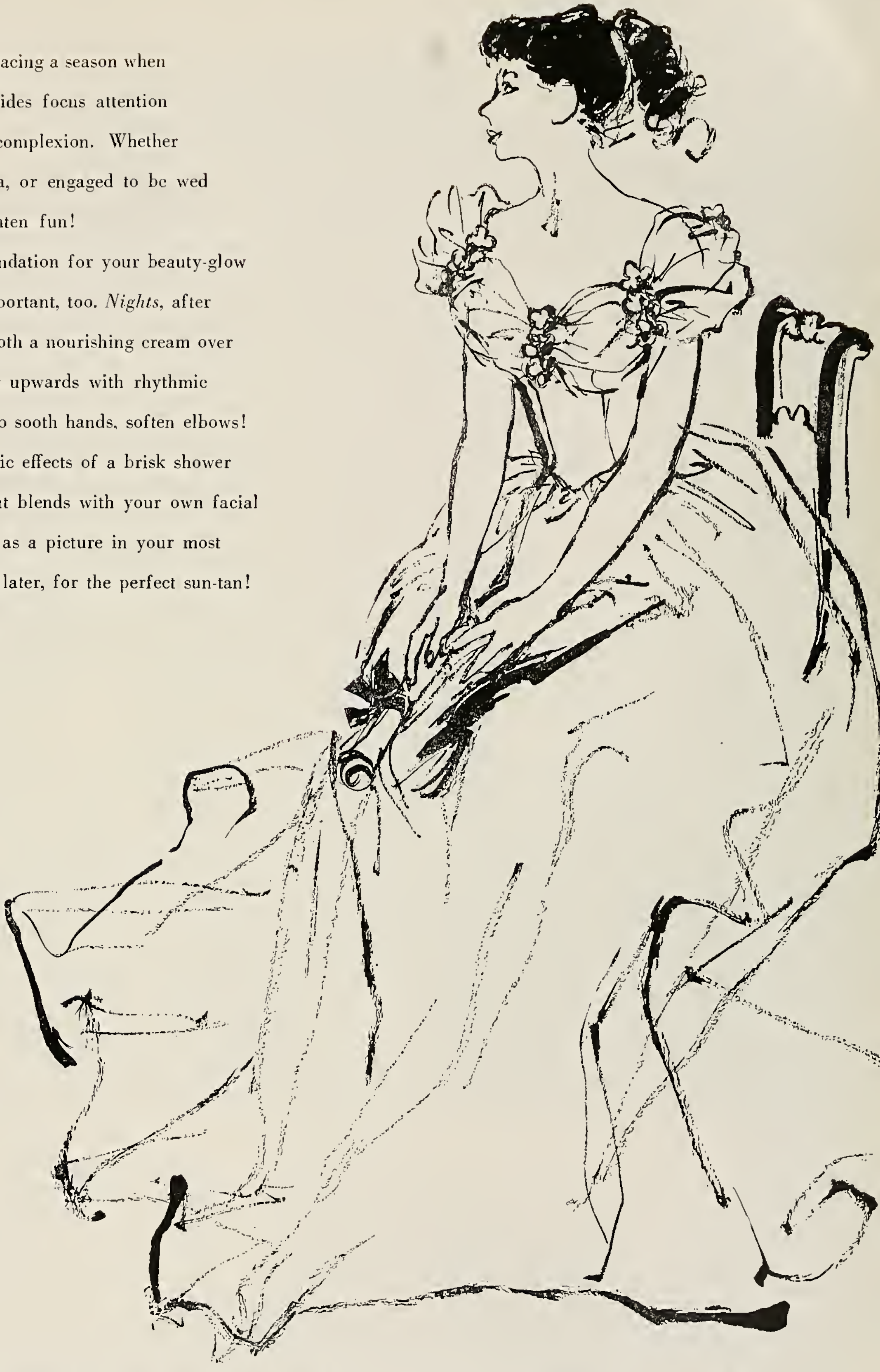
"I fix!" and acting instantly, he smacked me soundly. "Better?"

"Take him away!" some part of me cried. I flung him over my shoulder and marched him into the kitchen, closing all doors firmly on the way. I washed him and combed him, dressed him and fed him, amazingly with no protests, sat him on his especial throne in the bathroom amid plenty of protests, which I ignored, and removing all throwable articles, stalked into the kitchen.

Subsequently, I put him on the rocker on the screened-in porch, gave him a pailful of toys which contented him for awhile. Ere long, however, while busying myself in the apartment, I became aware of that unnatural quiet, which every teacher knows, bodes mischief. It was as I thought. He had loosened the nail of the inside screen and was preparing to throw his toys through it to the stairs below. With steeled calmness I fastened the nail, and whisked him indoors to lunch and (*Continued on page* 69)

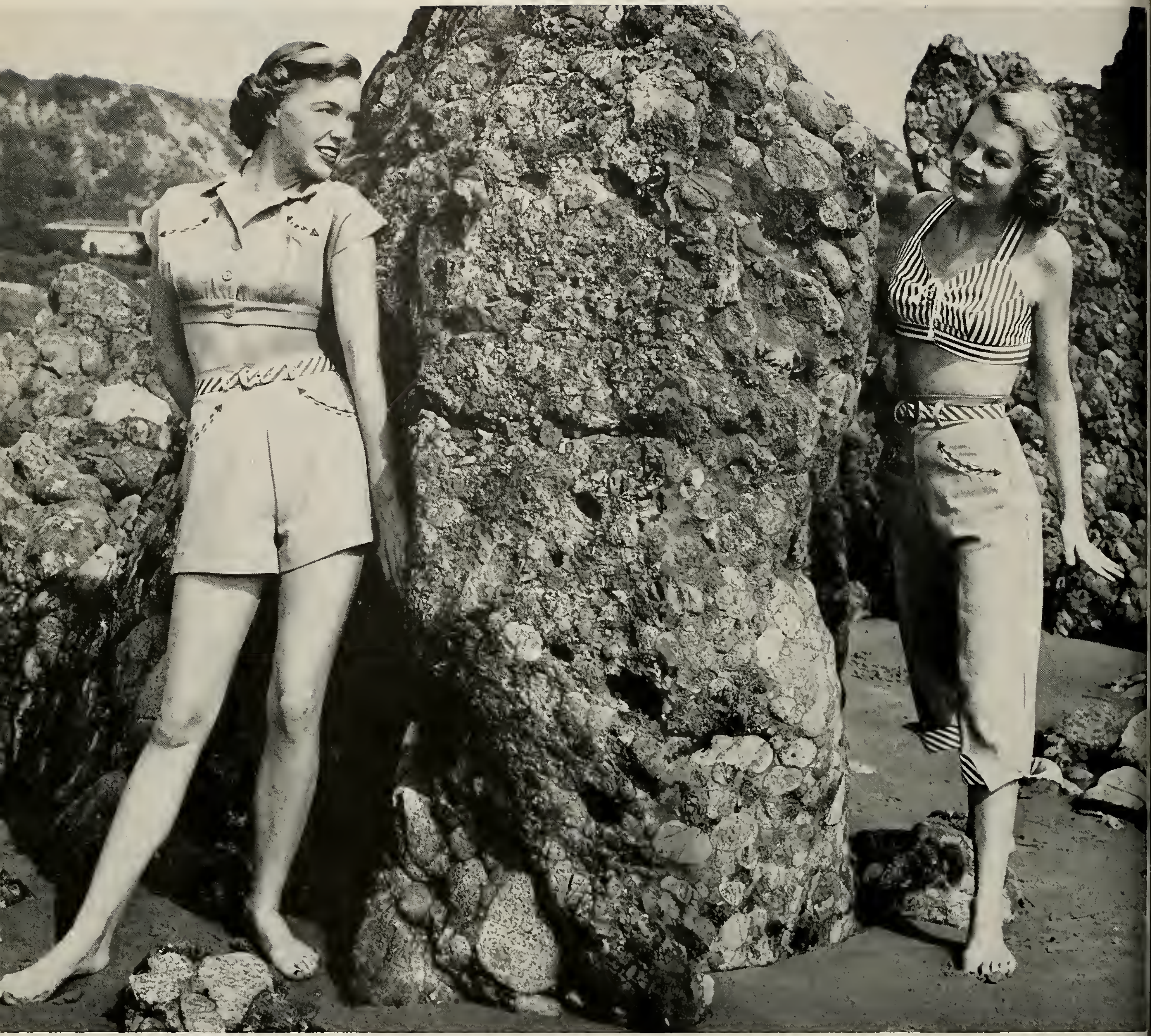
April is so social . . . prefacing a season when sweet graduates and lovely brides focus attention on the charms of a youthful complexion. Whether you're candidate for a diploma, or engaged to be wed . . . brighten up for post-Lenten fun!

Normal healthful living is foundation for your beauty-glow . . . but simple skin care is important, too. *Nights*, after cleansing skin thoroughly, smooth a nourishing cream over shoulders and neck, massaging upwards with rhythmic motion . . . a bit of the same to sooth hands, soften elbows! *And by day*, remember the tonic effects of a brisk shower . . . choose dusting powder that blends with your own facial make-up. To make you pretty as a picture in your most revealing gowns . . and ready, later, for the perfect sun-tan!



Romantic gown in frosty net, tiny rosebuds caught in soft shoulder folds . . . skirt billowing from tiny bodice. Emma Domb flattery for graduate, bridesmaid or party miss. About $30, sizes 9-15 and 10-16, at High Shop, May Co., Los Angeles; Buffums', Long Beach.

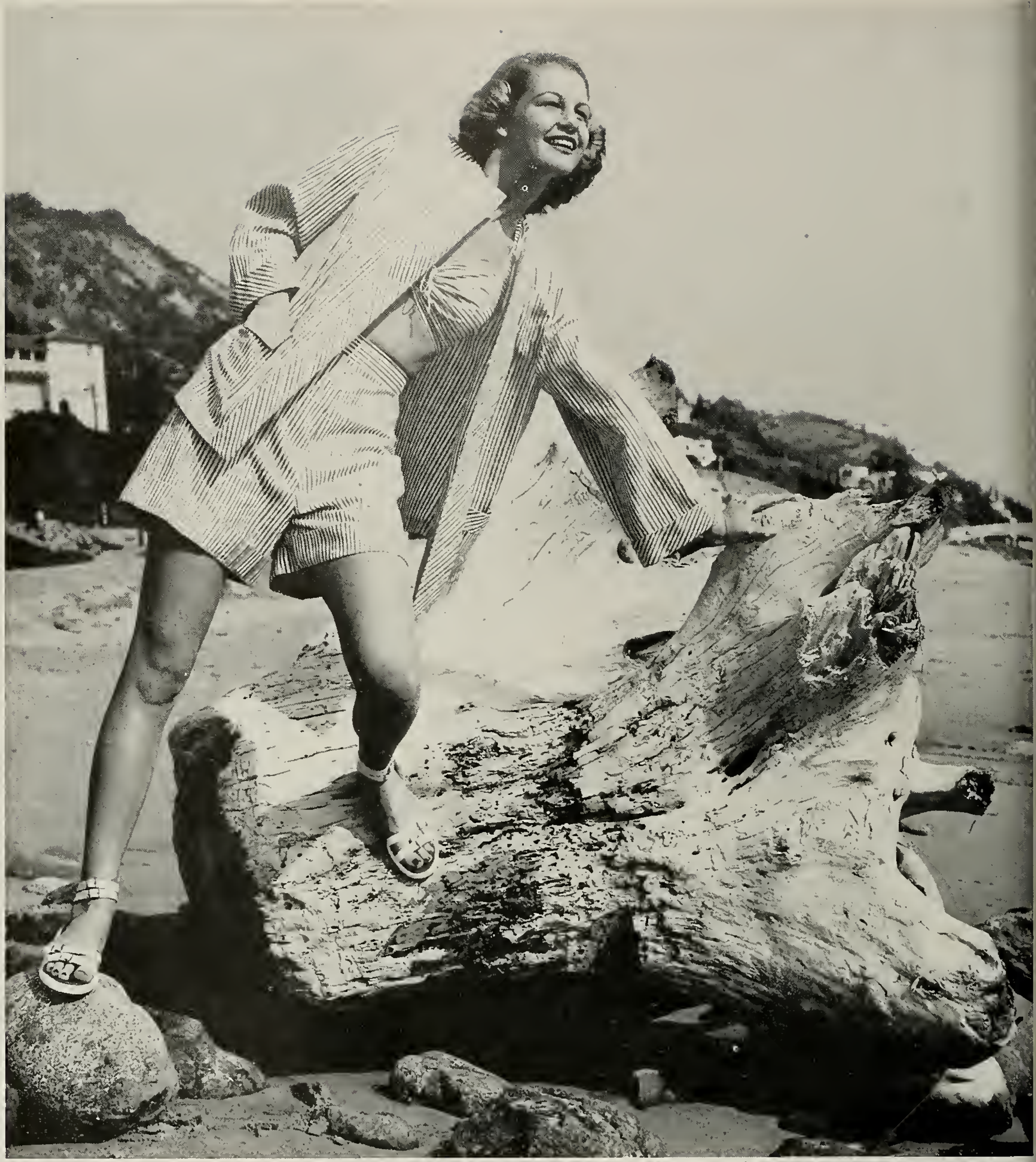
DALLINGER



Denims that play *hide-n-seek: Cover-up midriff for the sun-shy maiden, brief little bra for the bolder . . . mix or match with shorts or pedal pushers: Wanda's California Ruffies. Midriff and shorts, $5.90; bra and pushers, $5.90, at Active Sportwear Department, May Co., Los Angeles.*

Denims dressed up *with seersucker, exciting new fabric combine of the season! Ethel Joseph's fashion scoop . . . swirling white ruffles that drop off-shoulder or flare at the hem like a foamy white wave. Pocketed dress, about $16; ruffle-rounder lined in seersucker, about $6 at Meier & Frank, Portland; Carson's, Chicago.*

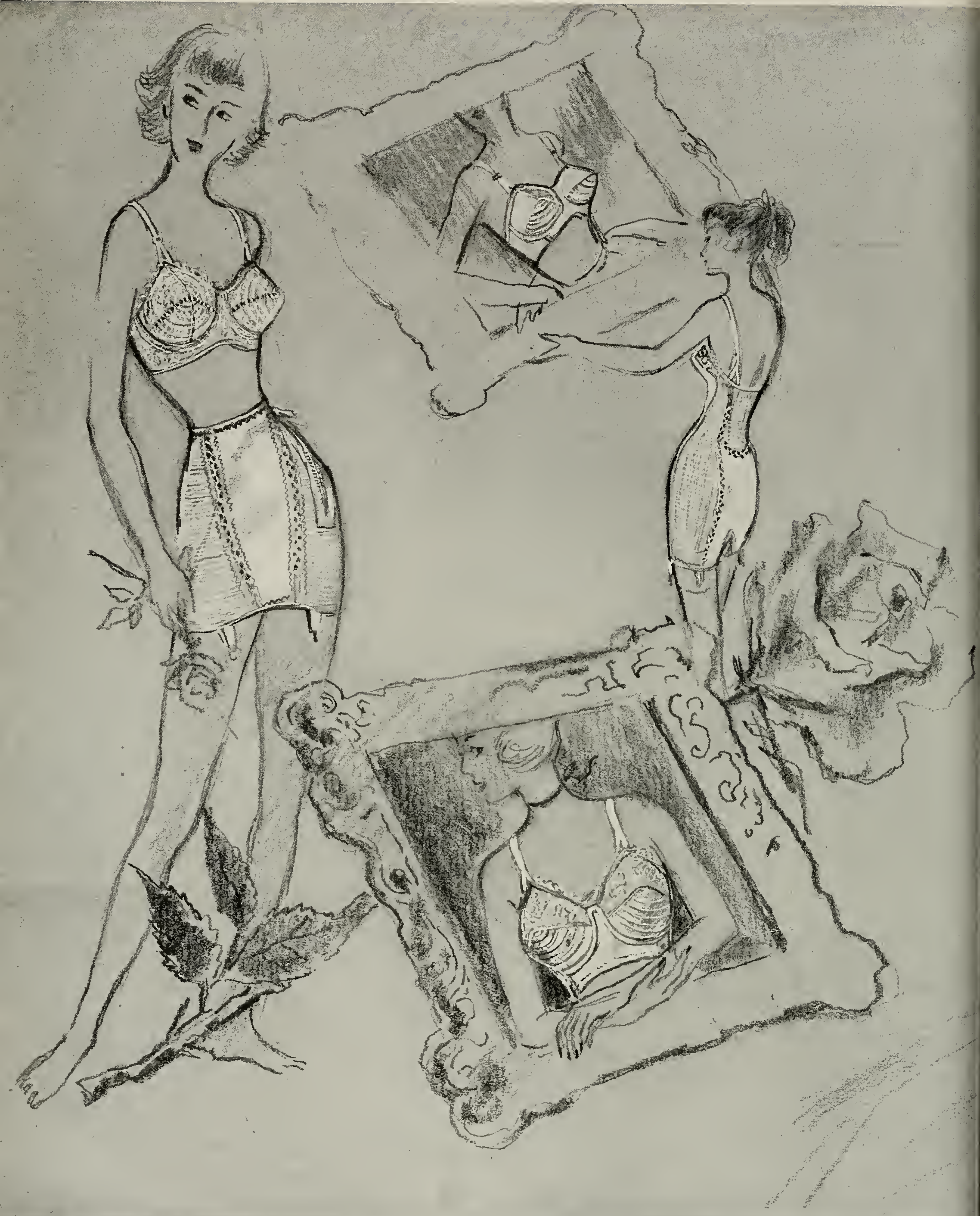
DALLINGER



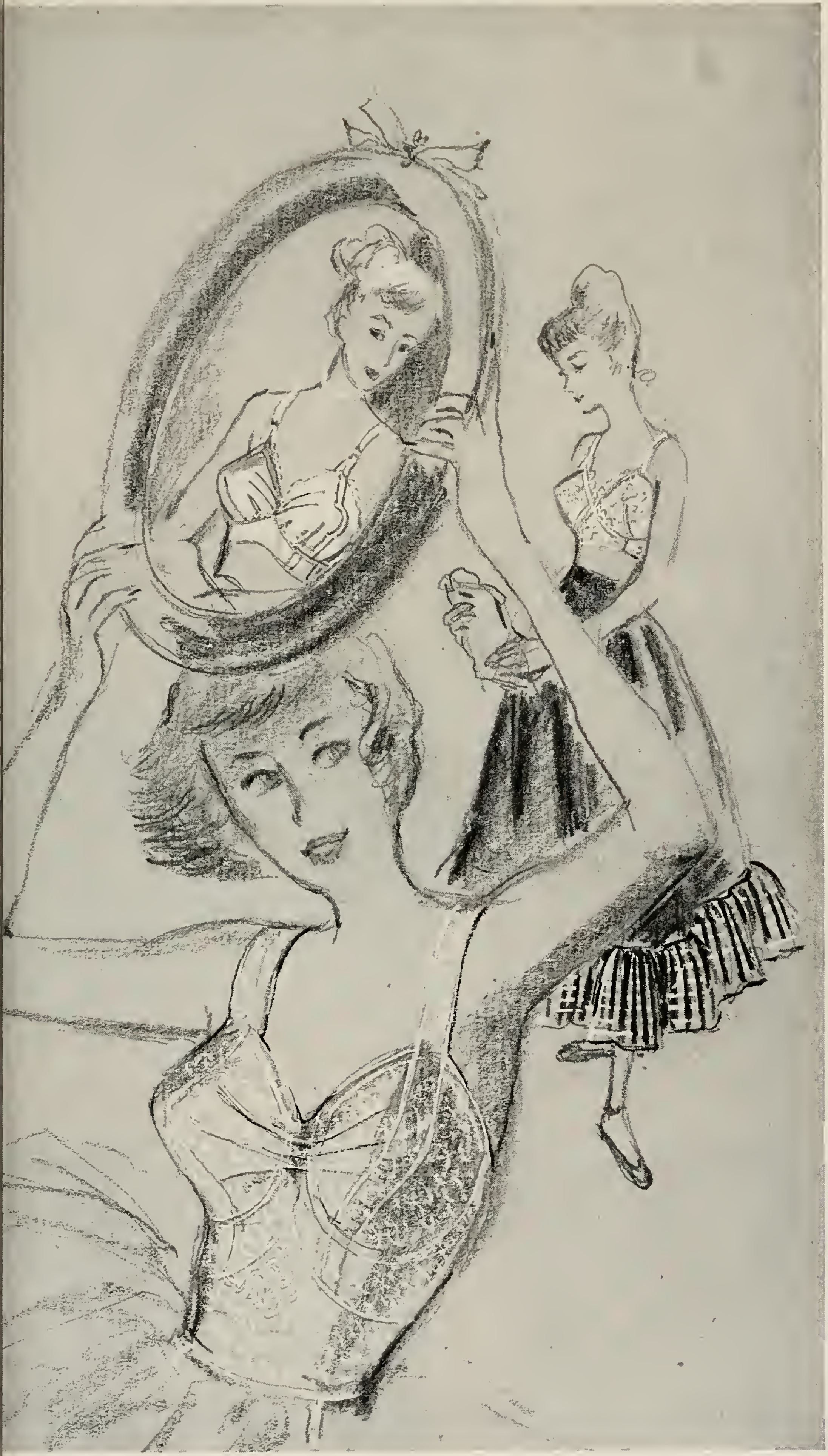
One-two-three for you! *Woven seersucker trio, simply cut out for fun. Crisp tailored tuxedo with diagonal accents, well-fitting bra and brief cuffed shorts: F. B. Horgan. The set, about $23, sizes 10-20, at Buffums', Long Beach; H. Liebes, San Francisco.*

Denim play-mates *from Koret of California; capacious wrap-jacket and flared skirt boast new rancho pockets; pedal pushers and bra complete the coordinates. Sizes 10-18, beach coat, about $9; pushers $6; bra $3; skirt $6, at Mullen & Bluett, Los Angeles; Younkers, Des Moines.*

➡



Back to Victorian curves . . .

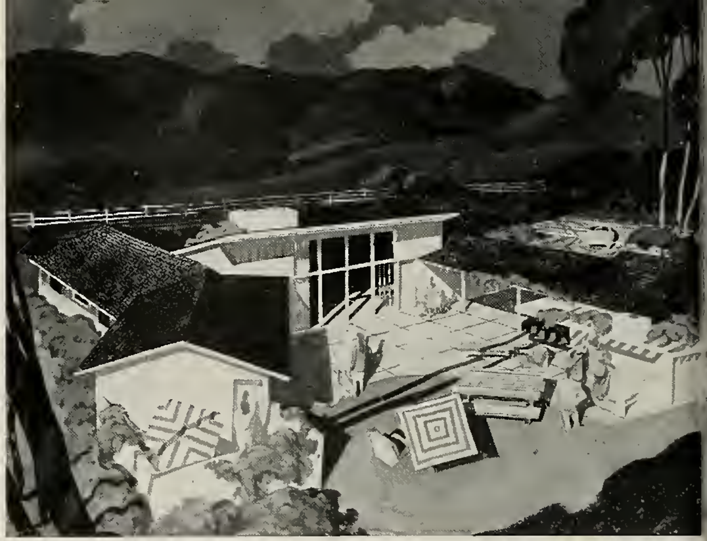


FLORENCE PARSONS

Enjoy the freedom of California's fashion foundations. *This page above*, bra, with garter belt to match (not shown); Olga Company. *Below*, long line bra with patented uplift feature; Cordelia of Hollywood. *Right*, bra with rubber inserts for small-busted women, by Star Fashions... shown here with metallic plaid bordered petticoat, Pandora by Chic Lingerie.

Opposite page left, hand-run lace bra . . . junior style girdle, both by Helene of Hollywood. *Above*, broadcloth bra stitched to give added inches; Form-O-Uth. *Center*, panty bra by Beverly Vogue. *Below*, lace and satin bra by Elaine of Hollywood.

A REAL HOME FOREVER IN CALIFORNIA STYLE



The house of your dreams with the privacy of living sheltered from the street

LIVE OUTDOORS AND INDOORS

IN THIS UNIQUE RAMBLING RANCHO

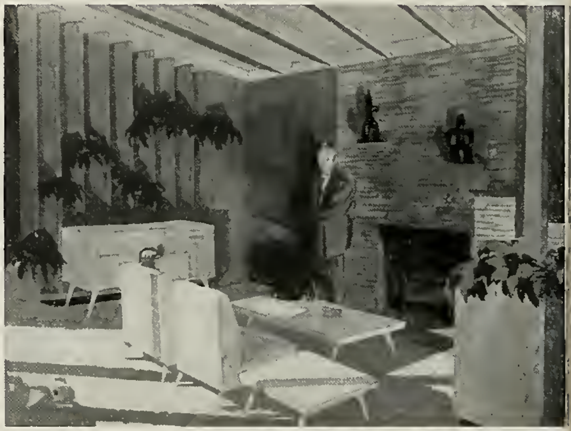
. . NO SERVANTS REQUIRED

If you're young . . or *feel* young . . this is the house for you!

Stan Repp of Manhattan Beach designed it for Mr. and Mrs. William B. Snyder . . to be built on an acre in famed San Fernando Valley . . but this ingenious, comfortable California plan is readily adaptable for you in any section of the United States . . in any clime. It's a house for children and guests. It expects no servants, it calls for a minimum amount of upkeep, maximum enjoyment. A low, rambling rancho style of painted redwood board and batten, the shake roof you've always wanted, and large areas of clear glass to bring the outdoors in. The house sings to be lived in . . continually invites you, wherever you are, to live casually, comfortably, luxuriously in the California Way of Life.

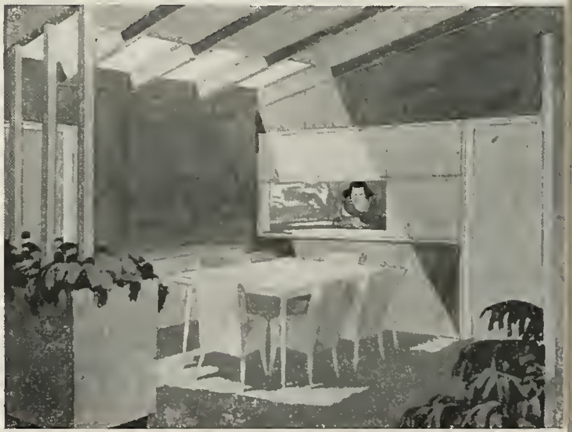
There's an air of easy simplicity that defies you to survey it room by room. From the living area to the broad patio to the arbor barbecue an integration of design for purposeful living overshadows any thoughts of segregation. And yet certain functions of this house provide the ultimate in family privacy. Take the children's area, for example. The nursery, children's bedroom and bath are but a step or two from the living area and the master bath, but the presence of one solid wall, a hallway and a louvre wall in the living room protects children or guests from the noise of evening social activity.

Young Mr. Repp, full of fresh ideas for his California home, has planned a car port . . wonderful thing . . which provides ample guest parking at a safe distance from the children's play yard. A roofed and floored area of 200 square feet between the garage and kitchen is promise for a future hobbyshop, photo darkroom, storage or maid's room. His master bathroom will accommodate more than one person at the same time. The main living area is separated from the dining room only by a louvered wall. Four glass skylights flood sunshine over the table during the day, and sliding panels between dining room and kitchen save a hundred steps for the busy housewife. The kitchen boasts a small writing desk and phone; sinks placed directly under ample cupboards and facing the dining room;



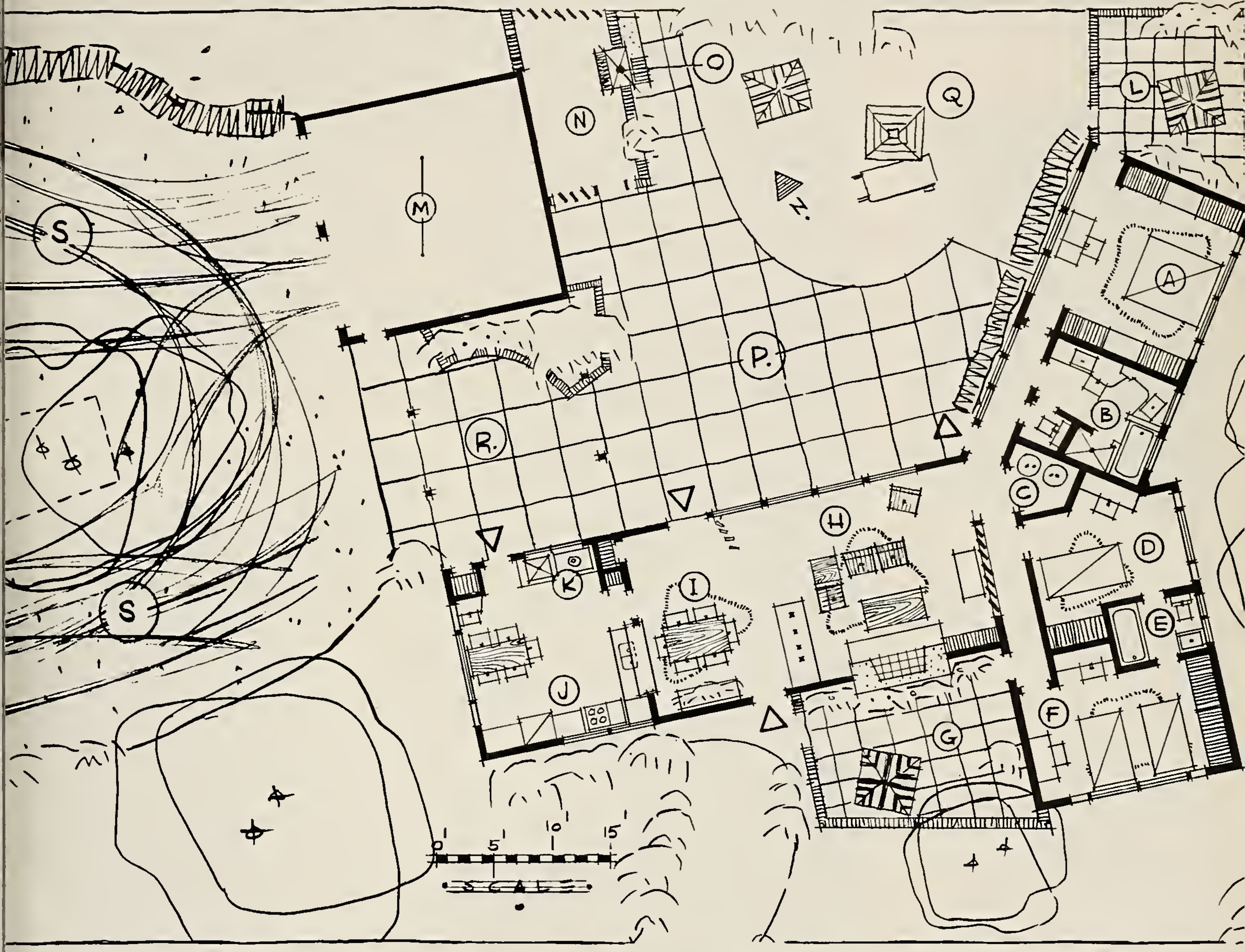
Living room is perfect for sectional grouping of furniture

Sunlight overhead and sliding panels punctuate dining area



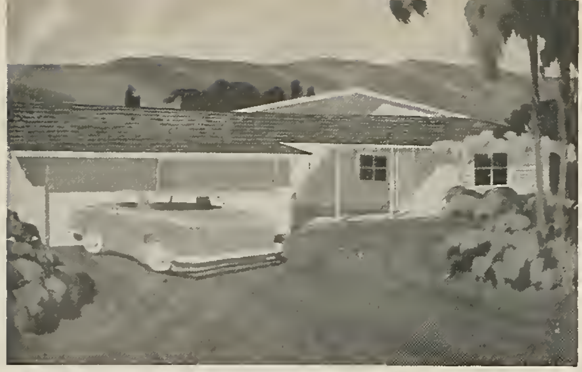
Y TO PLAN

	Master Bedroom	F	Children's Bedroom	M	Garage
	Master Bathroom	G	Children's Patio	N	Service or Drying Yard
	Utility or Heating Equipment Room	H	Social Living Area	O	Barbecue and Incinerator
	Nursery	I	Dining Area	P	Main Patio
	Children's Bathroom	J	Kitchen Work Area	Q	Garden or Lawn Area
		K	Laundry Area	R	Roofed Area
		L	Parents' Patio	S	Car Port



Arrangement of sinks and large window are unusual in kitchen

Built-in wardrobe's offset drawers cut bedroom furniture cost



Car port provides parking at safe distance from children's play

ILLUSTRATIONS BY CHRIS CHOATE

ENJOY ITS LUXURIOUS AND CASUAL COMFORT

a laundry section inconspicuously encased in cabinets affording additional counter space; a blow-fan over the stove to whisk away eau de cabbage and cooking smoke. A drying yard is surrounded by a fence . . louvred at each end to provide cross ventilation and eliminate the "undesirable look." For play? There's a flagstone hearth in the lofty living room, the patio barbecue for entertaining days, and two private sunning areas, removed, where adults and children simultaneously can acquire that noted California tan.

In some respects this architectural gem is a "children's house." Natural wood surfaces, varnished, throughout the various living areas diminish cleaning labors and maintenance costs. Fingerprints won't show on these walls and they allow easy revision of decorating scheme by their mode of application . . nailing. What a headache it is to chip and remove plaster! Third and perhaps most important advantage of dry-wall construction is the character it lends to interior decor without the oft noted harshness and labored look of other finishes. It's easy to live with, as are all aspects of natural growth, and, when sparked by the proper accents and accessories, it never dates. Only in the children's and master baths are walls and ceiling of plaster . . as a concession to custum.

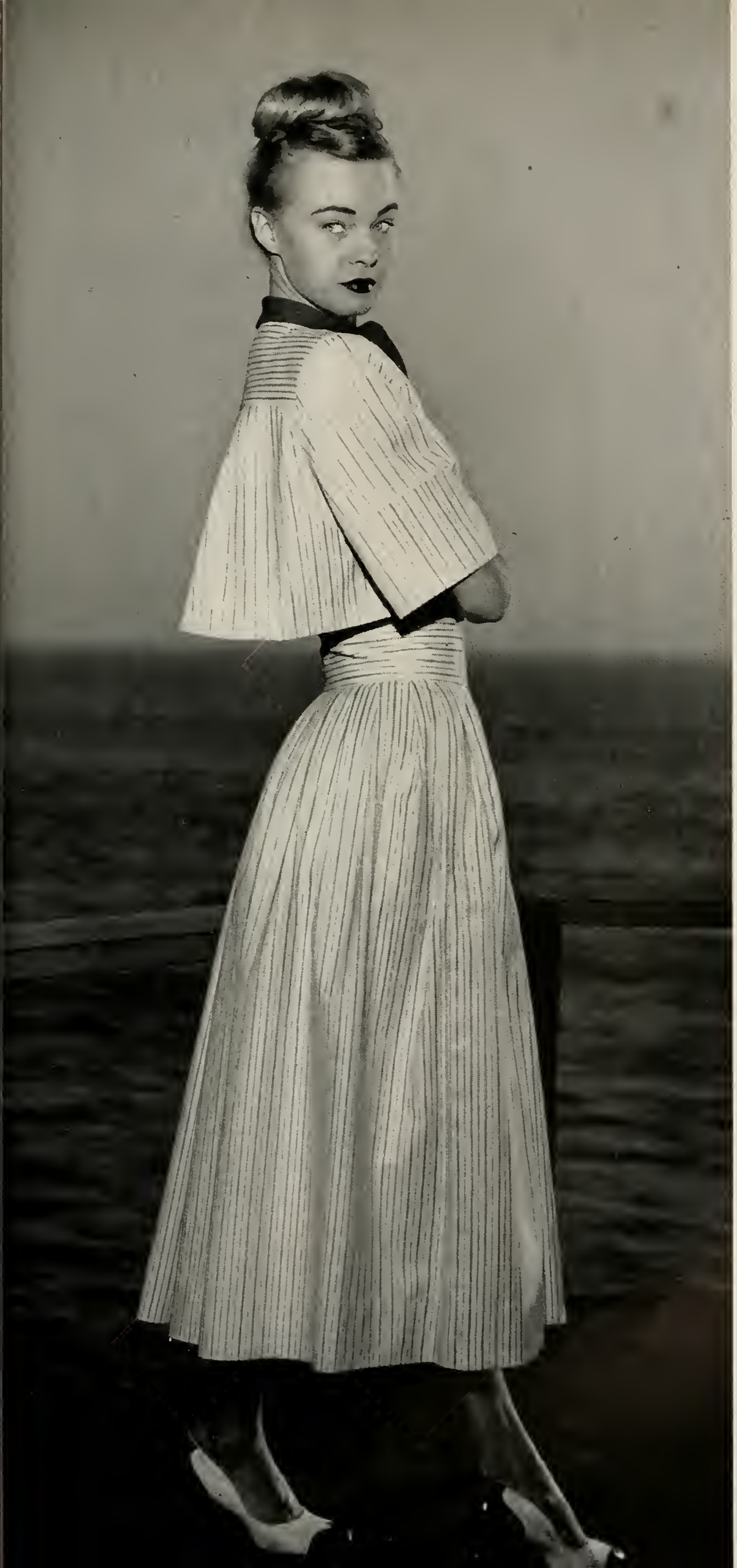
A roof of varying design dispels monotony, simplifies and softens exposed rafters in the main living area and provides greater window space. The lower windows of the living room are stationary and upper portions drop out in transom fashion. Throughout the house louvres are designed to provide ample ventilation and to further increase the clear window area. Thus, a clean, horizontal architectural element is introduced to the exterior which is predominantly vertical in line and texture. Heating a rambling ranch house of this type is a simple problem. Radiant coils, thermostatically controlled, are placed in the concrete slab floor to provide a constant and healthful temperature. And there's no fear of replacement when General Electric says they should function perfectly for 100 years!

Interior finishes offer a wide variety of color treatment, but the simplest form often is best. Plans call for the living and dining areas to be carpeted in gray pile, the redwood board walls varnished in natural color, and the ceiling painted a cool blue or blue green to offset the warmth of the redwood. The kitchen cabinet area, housing the sliding panels on one side of the dining room, will be varnished natural birch. Throughout, natural woods, wood veneers and sound-proofing materials lend themselves to a soft treatment.

Bedroom walls and wardrobe closets are of gum plywood, rubbed with white filler and varnished. Ceilings are of celotex tiles painted pale gray. The floor covering in the master bedroom will be of deep green pile; easy-to-clean asphalt tiles for the children's room, and ceramic tiles for the floors in both bathrooms.

Decor for the kitchen is warm and colorful, efficient and clean. Varnished redwood boards are the walls, varnished white pine is the ceiling, painted pine for cupboards and gray sheet rubber . . practically eliminating breakage . . covers all the counter areas. Rubber tile or the gray sheet rubber will ideally cover the floor.

This is the house you'll want to own. Providing, of course, that you can acquire a lot of 85 by 125 size, level, and affording ample room for your exterior planting. The present design for house and garage will total 2050 square feet, cost you from $18,500 to $22,500 to build, figuring at a norm of $10 per square foot. Don't compress it on a smaller lot. Give it the grandeur it deserves. It will be your home for life . . a life so casual, so comfortable, so entertaining for you and your friends that you may be sure you will have a slice of sunny California and its Way of Life . . in your own home town.



TOM MITCHELL

WINDBLOWN

and carefree bolero, full and flaring, worn with voluminous unpressed pleated skirt. High waistband will accent your tiny, tiny waist. It's from Lynn Lester, made of Dan River Cool Stripe. Sizes 10-16, skirt about $11 and jacket about $10, at Haggarty's, Los Angeles; Frick's, Pasadena.

PATTERNED FOR YOU

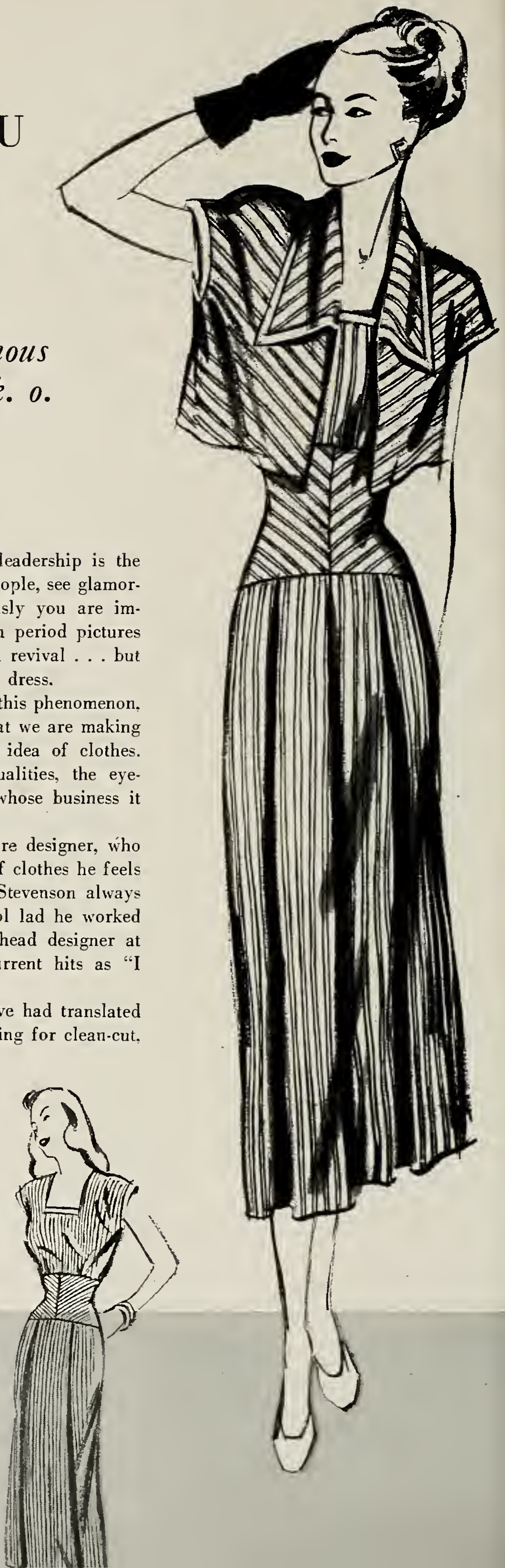
eddie stevenson . . famous studio designer for r. k. o.

WE BELIEVE one reason for California's style leadership is the motion picture industry; for every time you, the people, see glamorous stars flashing across the screen, subconsciously you are impressed with fashions they wear. Sometimes, even period pictures have been known to encourage a nostalgic fashion revival . . . but more often the cinema projects a new thought on dress.

We have consulted many studio designers about this phenomenon, and have discovered so many interesting things that we are making a whole series based upon the studio designer's idea of clothes. For who better should know the photogenic qualities, the eye-appealing drama of clothes, if not the designer whose business it is to create visual beauty in fashion?

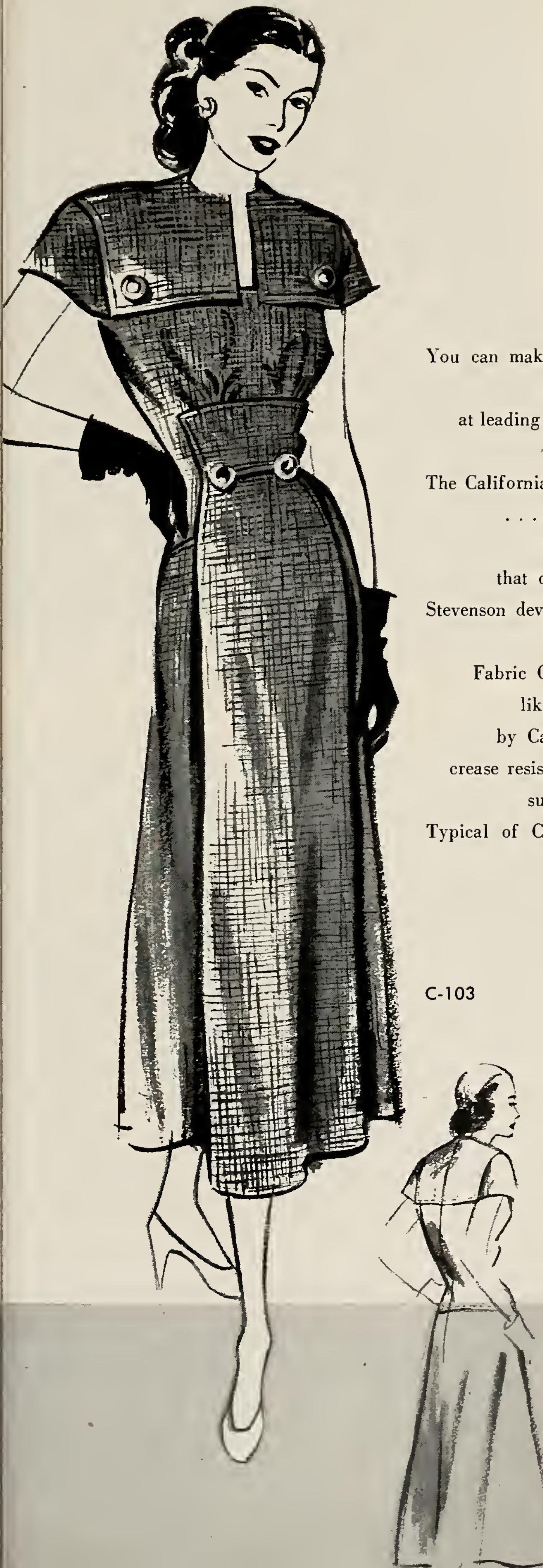
This month it is Eddie Stevenson, R.K.O. picture designer, who has created . . . *especially for you* . . . the kind of clothes he feels best typifies the very spirit of the colorful west. Stevenson always has had a flair for clothes; even as a high school lad he worked at major studios as sketch artist. He has been head designer at RKO since 1936, creating costumes for such current hits as "I Remember Mama".

The two dresses he has designed . . and we have had translated into couturiere patterns for you . . reflect his feeling for clean-cut, fluid lines . . . for beauty in motion.

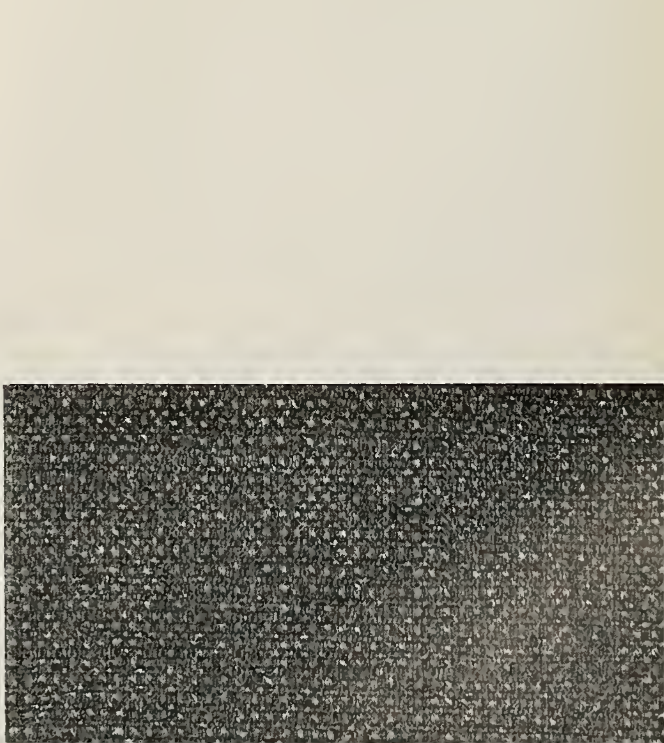


C-104

You can make your own California originals from these patterns created for you by Eddie Stevenson, and available at leading department stores . . . just ask for Modes Royale couturiere patterns by number, or write direct to The Californian Magazine, 1020 South Main Street, Los Angeles . . . enclosing $2 and indicate size for each pattern requested. On opposite page, C-104, the bolero effect that calls attention to snug-fitted waist . . . a favorite Stevenson device to flatter your figure; here translated in Whisper Stripe, a cool-airy material from California Fabric Co. This page, C-103, suggested for a sturdy linen-like fabric called Tumble Twist, another colorful choice by California Fabric Co. With Unidure permanent crease resistant finish, both fabrics come in a wide range of bright sun country colors and are 38″ wide, $1.65 per yard. Typical of California's freedom fashions . . . *individually yours!*



C-103



The desert's in bloom from April to June, the dunes a brilliant spread of color . . more typical "desert magic" for picturesque horseback rides.

That OLD DESERT MAGIC

I USED to get paid for spending days in the sun at Palm Springs, discovering new reasons why you should come to the desert . . . and believe me, sopping up atmosphere was work I adored!

In those days I wrote "wish you were here" and meant it, for my job was to dream up advertising copy about this fabulous desert resort. It all started with a first sample ad that had something to do with the purple fantasy of encircling mountains and the eternal mystery always associated with desert lands. From then on, writing about Palm Springs became a pleasurable habit as well as my livelihood. From the first time I visited the inspirational land of palms-sand-and-mountains, the words "*desert magic*" keyed our campaign . . . for nothing else could describe the enchantment of that vast golden expanse with its shadowy mountains, or the irresistible spell that caused people to relax and live again in this circle of the sun!

It was a revelation to see city slickers arrive from some snowy clime, take a quick look around and then shed dark wintry clothing in favor of comfortable sportswear . . . let the sun do its work. In no time at all their eyes were brighter, their skin had a soft glowing tone, and they had an entirely new spirit.

When the circus came to town . . . a charity event then, now an inherent part of each desert season . . . the most pompous bankers, the most sophisticated women would yield to the spell of informality, don western costumes or at least wear a bright kerchief as concession to the spirit of fun. One way or another it got 'em . . . that old desert magic. Desert rodeos were inaugurated, and again the west really went wild!

When bicycling was introduced to Palm Springs (to become a vogue all over the land), fat men and lean, rich men and poor pumped their two-wheelers over highway and trail. It was all part of that old desert magic that worked its charms on young

Bicycling was revived at Palm Springs to become a national vogue during depression days; outdoor dining and sun-lazing, desert formula for health, fun.

by virginia scallon

and old . . . and made our job as publicists so much fun. Those were the years when Shirley Temple had her own bungalow at the Desert Inn, where the beloved Nellie Coffman was exerting her friendly influence to help build churches and clubs and foster village plans while she and her sons, Earl Coffman and George Roberson, built an international reputation for hospitality . . . while Warren Pinney developed the El Mirador into a mecca for picture celebrities . . . while Smoke Tree, Deep Well and a few other dude ranches catered to an increasing horde of winter vacationists.

Visitors to Palm Springs read like a who's who, a Blue Book of fame . . . and there was no difficulty "planting" publicity. Papers all over the nation reproduced pictures of their wandering citizens basking in the sun, diving into a sparkling pool, or dining under some errant palm.

We developed direct mail campaigns to emphasize the eternal miracle of year-round sunshine, maybe unfairly, but certainly dramatically contrasting a picture of some snowed-in eastern city with a picture of same date showing desert visitors stripped down to a bare minimum, sun-tanned and glowing!

"Sun-lazing", we coined as an expression for that delectable habit of relaxing under the health-giving rays of a desert sun. "In the circle of the sun" described the distinguished colony that each year found in Palm Springs the peace and recreation that elsewhere was buried under sleet, snow, rain and fog. These and a dozen more reasons why desert life was wonderful keyed our advertising and publicity write-ups each season. When banks closed (remember?) and panic gripped the nation, we inserted gentle reminder ads that Palm Springs was "always the same", brought a reminiscent group to heed the call, "come back to the desert for real living," for peace and calm and security.

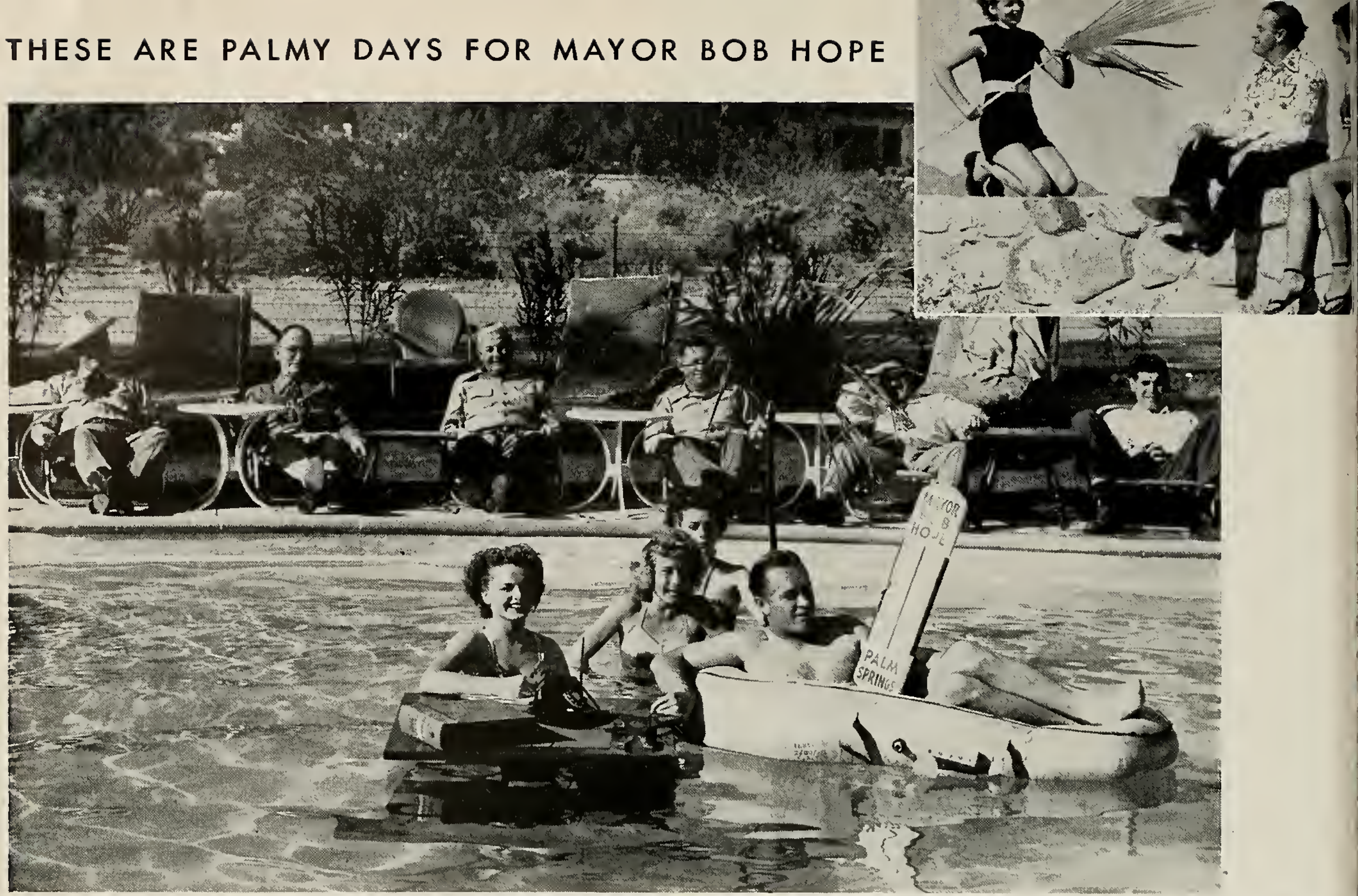
In the spring, a folder with words set to music heralded news that all the world seemed in tune when "the desert's in bloom." Pictures of acres of flowers in bright brilliant hues bore out that theory. Honeymoon booklets (for what better place than the romantic beauty of the desert for a honeymoon trip?) . . . historical geographic brochures about "Sands of Time" . . . everything but a whisp of that pure desert ozone we sent through the mails to entice people to visit our desert.

By then the continual campaigning for Palm Springs had become part of me: I felt I wasn't really living unless I slipped away to the desert for a refresher, for a dip in some bright, sparkling pool, for luncheon or dinner under cloudless blue sky, for midnight or dawn rides on horseback, or junkets to the Stables or some colorful spot for a cup of hot grog. Then I retired into private life and saw the desert no more. Other activities (and a few years) crowded my program . . . until last month!

After a particularly strenuous siege of writing about California fashions and what "you" will want for this summer . . . the insidious thought came to me out of the

Snow-capped peaks of Mt. San Jacinto form barrier against rain and fog, a breathtakingly beautiful background for breakfast rides and caravans which are almost a daily occurrence in the perennial sunshine of Palm Springs: Guests don western regalia, come a-horseback, in wagons.

THESE ARE PALMY DAYS FOR MAYOR BOB HOPE



Bob Hope is officially installed as mayor of Palm Springs . . telephone, records, and lovely assistants all afloat beside him in one of the desert's sparkling pools . . the city council of the Village looms in the background. Hilarity like this enlivens every desert season . . makes for good national publicity, too!

Marilyn McKay . . . Desert Circus Queen.

blue: What of the desert, what of Palm Springs? I thought longingly of the claims we'd made those few years ago . . . of the peace and inspiration and the fine glow of health we promised all those who came to the desert. Would that old desert magic still work? . . . Could I find in Palm Springs inspiration anew? That's why I went "back to the desert." For a brief touch of magic, for fun in-the-circle-of-the-sun, for a curious look-see.

Well, it was all still there, the sun and the magic. But more than that. Just rounding the curve, just past the flowering orchards of Beaumont and Banning it seemed . . . there were the first signs of new construction. Palm Springs has spread in three directions away from the protective mountains and out into the golden sands of the desert.

On every hand as we sped toward our mecca we saw new little houses, pastel and shining with their walls of glass; we saw swank new apartments and bungalow courts, new stores and restaurants galore, and hotels that out-dazzled the sun! The village buzzed with people, with an exciting spirit of revelry . . . but in the spacious hotels like the Desert Inn, peace still reigned in the gardens, the dignified lounge, the secluded bungalows. Similarly, other hotels which were in the center of things had their own inner circle where guests were quiet or active . . . as they wanted to be.

Those were the immediate changes we saw . . . but more than anything else we saw the same cloudless canopy of sky, the same shadowed mountains, the same sharp spires of palms stretching cleanly into the blue. It was the desert . . . unchanging, unchanged (as I'd said myself so many, many times!) Like hundreds of dudes I'd watched so analytically before, when the desert was my business. . . we shed our citified clothes in favor of light-brights, felt for ourselves how much more a part of this wonderland we were in more colorful garb.

Trying to forget business responsibilities, couldn't help but note the fashions that flashed by us as matron and maid previewed summer fancies in the sunshine of the desert . . . where full swirling skirts and off-shoulder blouses had the young crowd in a whirl!

In a flash we felt that old enchantment as we made haste to swim and laze in some inviting pool, to eat luncheon outside in a flower-bright garden, to "do" the countryside by day and by dark. It was desert time once more!

The Desert Circus was in full sway, with fiestas and dinners, parades and fashion shows, rodeos and wild west jamborees . . . the populace dressed in wild-west garb (mentally or physically!) and a beautiful queen to rule over it all. It was the 12th annual revival of this hilarious fun-fest . . . just one of the seasonal events that makes Palm Springs so inviting.

But Palm Springs has changed. While some may raise an eyebrow at the hustle-bustle, most people find that now they can have anything, everything, on the desert. If they want peace and quiet, it's there in great gobs . . . if they want excitement, it's easy to find. Palm Springs has an actual value exceeding $30,000,000 . . . with over $16,500,000 in building permits issued since 1945. Since last season alone, housing facilities have been increased 40%. Hotels and apartments now number 135, including all types and guest ranches . . . of which 35 are new! It is estimated that 2600 rooms and apartments are available at a variety of rates to "meet all budgets!"

Newcomers catering to the visitors include modest quarters to apartment-swimming pool combines, fabulous bungalow garden hotels, dude ranches galore. On every hand are romantic lazy names to describe new haciendas, new stores . . . the Spanish dictionary has been raided for descriptions where English words failed!

During peak season, some 20.000 people enjoy the winter season at Palm Springs; the static population is estimated at 8500 from the official records of 7213 of March 1946. The incorporated city has a mayor, city manager type government, and a council. But that isn't all: It has Bob Hope as an honorary mayor!

The popular radio and picture comedian took office in a swimming pool . . . with typewriters, phones and secretaries all afloat beside him . . . the city council convening on shore. Hilarity reigned when he was installed as honorary chief: The radio station KCMJ had a field day, as did the newspapers and the distinctive Villager magazine.

Motion picture stars have adopted Palm Springs for their own. Jack Benny had just given it back to the natives when we were there . . . his fun-making company cutting a wide swath through the village. People like Mayor Hope, Eddie Cantor, Al Jolson, Frank Morgan, Darryl Zanuck and many more own their own desert homes . . . others rent houses every season, while still others frequent famous hotels and places like the Racquet Club.

Outstanding new business construction at Palm Springs is the Bullock's store, a miracle of brick and glass and tropical planting . . whole new business sections built in patio plan . . . and the not-surprising development of neighboring suburbs.

It was to be expected that Palm Springs would spread out, but who could dream of the magnificence of that expansion? Using the village as hub, the business and social center, are numerous new developments representing millions of dollars: Dude ranches, subdivisions, luxurious clubs, tremendous private estates. Surrounding communities include Cathedral City, Desert Hot Springs, Rancho Mirage, Palm Desert, Palm Village, Thousand Palms . . . to name the best known and the closest. One of the most picturesque establishments of all is the new Shadow Mountain Club, part of the planned village of Palm Desert. Here are an ultra-modern clubhouse flanked by cabanas, a double-circle swimming pool, sailing pond, championship tennis courts, nine-hole golf course.

Soon the Mt. San Jacinto tramway will be in operation. This is an ambitious ski lift extending from the desert to the top of Mt. San Jacinto, providing desert visitors the opportunity to enjoy snow sports in the adjacent mountains . . . within miles (and minutes) of Palm Springs!

Yes, Palm Springs today "has everything." It has the same inspiration of setting and sunshine, the same peaceful beauty . . . with an intensified program of things to do. And now once again it is the season for flowers: The desert's in bloom, the world's in tune . . . and that old desert magic is more potent than ever!

Social leaders Henry W. O'Melvenys enjoy cult of the sun; below, attractive Shadow Mountain Club at the new Palm Desert.

CALIFORNIA CROWNS A SNOW QUEEN

SIX CAMERAS AND A PRETTY GIRL ARE FORMULA FOR WORLD ACCLAIM

by donald a. carlson

In Southern California you can spend your day in the surf . . on the desert . . in the snow. Or on the impulse of a whim you can do all three!

The weatherman said "variable high cloudiness today and tomorrow with local coastal fog. Slightly cooler and locally windy in the mountain and interior sections." It was 3 below in Boston, 8 above in Reno and 13 in Ft. Worth; it was a cool 43 at 4:30 a.m. in Los Angeles that February morning when we set out to "crown a queen."

Crowning queens is a popular and notorious sport in California, and a hallowed function for all groups who point for international publicity. There's a queen of the Tournament of Roses, to be sure; a carrot queen, an avocado queen, a queen of the ripe grape, several rodeo queens, homecoming queens for each college . . the list goes on and on. Our little party that streaky dawn was dispatched to crown the queen of Southern California Winter Sports. She's a lovely girl who can really ski. Rosalie Saunders who was attractive, single, 29, cooperative and unemployed . . when these pictures were taken . . selected by the San Gorgonio Ski Club, sponsor of a California Ski Association Meet, with the energetic Los Angeles Junior Chamber of Commerce as official host.

The Junior Chamber wanted to emphasize to the world once again . . as we in California have been doing for years . . that it's a simple twist to be able to motor to the beach, the snowy mountains and the sunny desert . . all in one day. That Southern Californians, whether they be visitor or resident, can enjoy the climate and sport of their choosing. Eighteen of us that morning, including Junior Chamber committee members, photographers and television experts, pointed toward Palm Springs in a cluster of new Studebaker convertibles. They were provided, of course, for their transportation facility and publicity value . . the shiny grill of a new automobile does have a way of creeping into an occasional picture or two. Assembled for the day were Queen Ro, her attendant, Maxine Hook, another skier who spends her days as a clerk for the Burbank Board of Education; Dr. Sutter Kunkel, local optometrist who heads the Junior Chamber winter sports committee; Jack Leener, publicity director, and his assistant, Charles Panama; Lou Read, machine tools executive; and Tommy Marr, Gil Ramos, Tom MacDonald and Paul Hohman of transportation enterprises. A surprisingly large percentage of them were native sons. And there were Peggy Pollard and Bruce Bailey of Triangle Television, Earl Janda of Telefilm, Frank Stiffler of The Californian, Fred Masters and Herb Dallinger of the working press. Only your reporter seemed to have nothing important to do.

Speeding through the citrus grove towns that morning was hazardous at best. The smudge fires had been burning all night and the highways in spots threaded through a wall of smog. But a "coffee stop" in Ontario gave opportunity for the countryside to clear. On, through the beautiful cherry and almond groves of Beaumont and Banning . . right through Palm Springs . . to a sheltered piece of desert off the Del Tahquitz road. There, Jack Boyer's chuckwagon breakfast was ready and waiting in dude cowboy style.

Rosalie Saunders . . California queen

Jack entertains 150 Palm Springs winter visitors every Saturday morning . . . for a fee . . with cowboy songs, sizzling bacon, scrambled eggs and coffee. CBS broadcasts it, and on occasion a fashion show, right out on the desert, will be a part of the program. On this Sunday morning, however, we were his only guests. But the smell of coffee in the old-fashioned pot, or the hope of seeing a Hollywood movie in progress soon brought several carloads of tourists from the main highway. Some, 'tis said, can smell a movie camera a mile away.

Ro and Maxine were photographed while eating, they were posed by the cars, they were told to smile, laugh and chew, hold the reins of horses and listen to a cowboy ballad. They were maneuvered in and out of "shooting" positions for two hours by the lords of the lens. The background must be just right to show the lure of the desert; the knee must be bent just so.

The sun rode high over the sagebrush when cameras finally were folded, cars were loaded and the sad fact was revealed that we were two hours late to begin our ascent into the snow. But where to find snow? One week later the mountains of Southern California were white, but not on that sunny day. After two hours of traveling (*Continued on page 69*)

An early coffee stop on photo tour

Queen Ro wears playsuit for desert "art"

Lensman directs cowboy and queen

Crowned in mountains at Barton

From surf, to sand, to snow is day's program. And here are Lou Read, Maxine Hook, Queen Ro and Dr. Sutter Kunkel enjoying beach thrills.

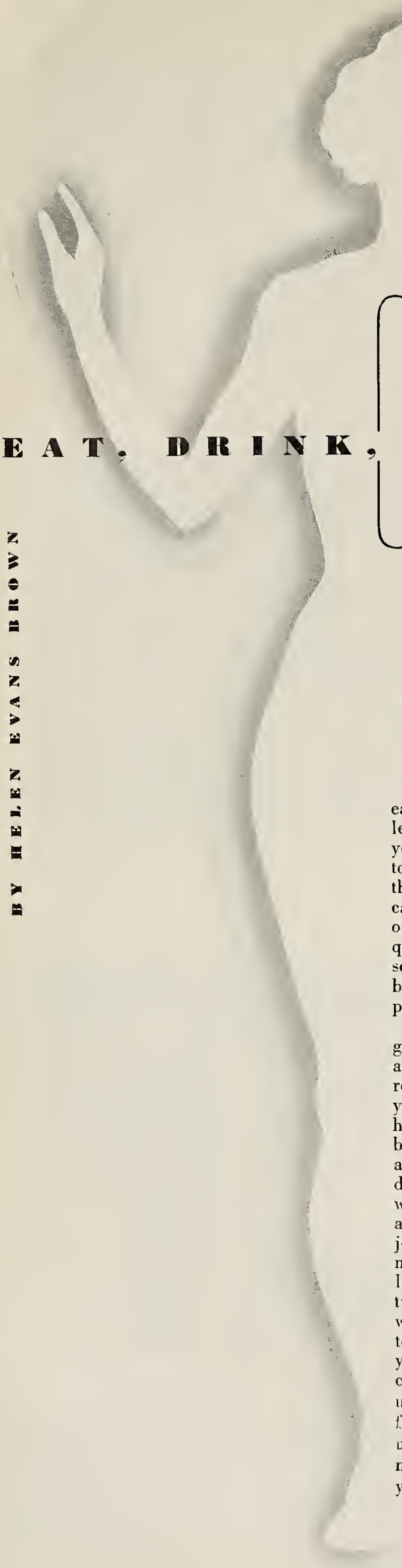
Everybody swims in California . . even queens . . and Miss Saunders, right, and attendant, Miss Hook, really splash at Arrowhead Springs.

'Way out on the desert near Palm Springs, Jack Boyer serves breakfast to the queen from his chuckwagon. Tourists are feted on Saturdays.

Cameramen call this the "newspaper natural." A cowboy breakfast on the desert . . Ol' Point in the background . . two girls . . click!

Shooting in snow calls for closeups. Bruce Bailey and Herb Dollinger make pictures. The queen reclines and the rest of the crew look on.

A slipper fit a princess . . a ski fit a queen . . after Dr. Sutter Kunkel, Junior Chamber chairman, adjusted the bindings for this scene.



CALIFORNIA COOKS

EAT, DRINK, AND BE SLENDER

BY HELEN EVANS BROWN

"IF YOU WISH to grow thinner, diminish your dinner" is an unhappy thought for those of us who dote on eating. You can't have your cake and eat it too, . . . at least not for any length of time. But you can enjoy your food and still trim yourself down to bathing suit size if you'll eat things that are not too high in those insidious calories. It's dangerous to be really overweight; dangerous to reduce too quickly; so if you're really a fatty go see your doctor. I'm just talking to the boys and gals who want to shed a misplaced curve or two.

The hardest thing is getting started. Look at yourself in the mirror. Do you like what you see? So padded hips *are* being worn, but so are tiny waists, and a good clothes designer has it all over Mother Nature when it comes to achieving both effects at the same time. Having decided to jettison some of that excess fat, remember that it is fat itself that is largely at fault. Fat has more than twice as many calories as has the same weight of either carbohydrates or protein. So you skip the oil on your salad, you trim the fat from your steaks and chops and you "look down with an utter contempt upon butter". Not much fun, I'll grant, but it won't be long until you can eat those things again, in moderation. And think how beautiful you'll look!

Fat isn't the only thing you'll have to shun. Cocktails, beer, and other alcoholic beverages are out . . at least if you don't want to prolong this dieting forever. Carbohydrates (sugar and starches) should be eaten sparingly. The amount you'll get in fruits and whole wheat toast or rye krisp should be sufficient for your well being. Proteins may, and should, be eaten rather generously. Lean meat and fish . . and this includes almost everything but pork, ham, salmon, tuna and sardines in oil . . are necessary for a good diet. It's prohibitively expensive if you stick to steaks and chops and rib roasts, but it's better for both your health and your pocketbook if you eat plenty of liver, heart, kidneys, brains and tripe. They are all gloriously low in calories. Lobster, shrimps, oysters and clams are low in calories, too. Very, very low providing you don't sauce them with butter, mayonnaise or cream! Try lobster with lemon juice, salt, fresh ground pepper and chopped parsley. Try oysters either plain or with a bit of lemon juice . . . that's the way connoisseurs prefer them, so pretend you're doing it from choice. Or try:

Shrimps a la Sylph

Make a court bouillon with two cups of water, one cup of white wine, a sliced onion, a bay leaf, one sprig each of parsley and thyme, four peppercorns and a half teaspoon of salt. Cook a pound of green shrimps in this until they turn bright pink, strain the bouillon through a cloth, reserving it, then

allow the shrimps to cool. Shell them, remove the gritty black vein, and split the shrimps if they are large. Reduce the strained bouillon to one cup, add a half cup of tomato juice and a tablespoon of chopped parsley and one of chives, thicken with a tablespoon and a half of cornstarch and correct the seasoning. You may add mushrooms to this if you wish for they are another luxury food that is pleasantly low in calories. Reheat the shrimps in the sauce and serve.

Many of your favorite vegetables will make reducing pleasanter, but don't let them get too chummy with the butter or the mayonnaise. Spinach and other greens, asparagus, young string beans, bean or bamboo sprouts, the cabbage and its kin, cucumbers, tomatoes, green peppers, eggplant, summer squash and radishes are all delightfully non-fattening. Even a baked potato may be looked upon without fear. Try it with yami yogurt instead of the usual butter. Yami yogurt to which you've added some chopped green onions, some salt and fresh ground pepper. Yogurt is good on other vegetables, too. Use it as you would sour cream and bask in the knowledge that a quarter cup of it, enough to generously dress an entire vegetable dinner, has but 42 calories! Use it as a salad dressing, seasoning it with vinegar, salt, pepper and, if you're using it on cole slaw, with a bit of mustard. Here's another salad dressing that's not too high in calories . . at least it's only one third as fattening as mayonnaise, and it's so good that you'll use it even when you're not slimming.

Avocado Dressing

Mix one cup of mashed and sieved avocado with four teaspoons of lemon juice. Add three tablespoons of tomato juice or chopped ripe tomato, three-quarters of a teaspoon of salt and a half teaspoon of chili powder. Mix well, in a bowl that has been rubbed with garlic, if you like that flavor, and serve with tomato aspic or on hearts of Romains.

And while on the subject of sauces I have two others that will make your low calorie meals less dull. One is in the Chinese manner: Thicken a cup of chicken stock or consomme with a tablespoon of cornstarch and add a tablespoon of soy sauce for further flavor. Or if that's too exotic for your palate, try this one. It's a little higher in calories, but is still way below that of butter. Add three tablespoons of vinegar to a cup of evaporated milk, also a teaspoon of salt and fresh ground pepper to taste. This may be used as a salad dressing, too, and is easily varied by adding a teaspoon of prepared mustard or a quarter teaspoon of tarragon or marjoram or any other favorite herb. If you use fresh herbs you can safely add a larger amount, and if it's chives or parsley, a tablespoon is not too much. Aromatic seeds . . celery, or dill or cumin . . are fun occasionally but don't overdo them.

As you've discovered by now, this is no series of reducing menus. It's just a reminder of how many delicious foods may be included in the regime of the dieter. Fruits, of course, are there. All fruits except the dried ones, although bananas, avocados and persimmons should be eaten in very small amounts. The citrus fruits on the other hand, and melons and berries . . particularly strawberries . . may be eaten freely. No cream, though. When you find yourself reaching for that pitcher of temptation, just remember; it's too fat, it's too fat, it's too fat for you. If plain chilled strawberries hold no charm for you try serving them warm. I mean it. Put them in the sun or in a warm place for a while before eating. You'll be amazed at the way the heat will bring out the full ripe flavor, and you won't miss the classic accompaniment at all. Another idea is to dip each berry into a light red wine, say a Cabernet or California claret, before eating. The amount of food value in the wine won't be enough to count. Fruit juices are in order, too, but do drink the unsweetened kind. Vegetable juices are valuable and often seem more satisfying if drunk hot. Some skimmed milk is a good idea and clear tea and coffee may be consumed in large quantities without fear of adding any actual weight. If you can't bear the idea of black coffee for breakfast, try it in the Continental manner . . *cafe au lait.* Heat milk (skimmed) and pour into your cup with an equal amount of hot strong coffee. Delicious.

More about breakfast: Do have fruit, a piece of whole wheat toast without you know what, and an egg. If you choose a boiled or poached egg serve it on the toast and season it with salt and a grinding or two of black pepper, and sometimes, for added interest, sprinkle on a little chili powder. If you prefer your egg scrambled, do it in a double boiler without benefit of butter. You can increase the volume and the protein, but not the fat, by adding one or two egg whites to the whole egg. (The yolks can be used by those annoying people in the menage who can gluttonize on Hollandaise and Creme Bruler without ever adding an inch.)

For lunch have a salad or a vegetable plate, and either a glass of skimmed milk, some yami yogurt, or some cottage cheese. Or, if you prefer, have some of the white meat of chicken or turkey or a chop or small steak with the fat cut off. Accompany this meat with one or two of the vegetables mentioned above. Finish with a bit of stewed or fresh fruit. For dinner start with a hot clear soup . . fish or meat or vegetable . . or, if it's a hot night, try this dieter's version of Gazpacho. (The regular recipe was in this column many months ago and it also appears in the reprint of California Cooks, available to you.)

Low Calorie Gazpacho

Peel a cucumber and a medium-sized onion and chop them fine. Add a chopped green pepper, two cups of ice water and two cups of peeled chopped ripe tomato. Season with two tablespoons of vinegar, salt and fresh ground pepper to suit your own taste. A pinch of basil or oregano also may be added. Put in a bowl which has been well rubbed with garlic and chill thoroughly. Before serving add an ice cube to each bowl.

Dinner can continue with any of the meats or sea food already discussed and a couple of the vegetables served with the sauce which most appeals to you. You may nibble at radishes and celery, too, if those horrid people with you are devouring crunchy hot rolls. And while they are having apple pie a la mode you will be very superior about eating your dessert of fresh fruit . . or of fruit sherbet made with water instead of milk and with a minimum of sugar. Which means, of course, that you'll have to make it yourself.

Raspberry Sherbet

Cover a quart of ripe raspberries with a quarter cup of sugar and allow to stand for a couple of hours. Mash well, then force through a sieve. Add a cup of ice water and freeze. After it's frozen it may be stored in the ice compartment of the refrigerator, but it has to be frozen the hard way . . by cranking. If you don't own a freezer skip the whole thing, though the exercise would be good for you. Instead, have a fruit gelatine made with fresh fruit juice and plain unsweetened gelatine. Add pieces of fruit if you wish, or surround the prettily molded dessert with the fresh fruit. Don't make the gelatine too sweet, though. You're dieting, remember?

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MISS KILPATRICK PLAYS HOOKY

(*Continued from page* 40) road to get to them?"

He went to the door with her and jerked his thumb toward a faint trail that strayed away across the desert just beyond his stand. "That's the way most folks go." He added, "I pay 'em for the rattlesnakes they bring in. My wife makes bags and stuff outa the skins. Want come back and have a look?"

She shuddered. "No, thank you. I can't stand snakes even in bags."

He threw back his head and laughed uproariously. "That's a good one that is."

Flushing, she hurried to her car.

When she turned off the highway onto the leisurely little trail, she began to relax. After all, she hadn't really lied. She was sick of school and teaching and arithmetic and boys who wouldn't do their work. She was sick of struggling with children and having them make fun of her behind her back, she was sick of wearing herself out, body and soul and accomplishing nothing.

Again Hank came into her mind, Hank with his bristling hair and stubborn mouth. He was symbolical of unconquerable childhood. He was her natural enemy, and this morning she hadn't felt able to face him.

She gave a gasp of pleasure. On each side of her, flowers were appearing. They were a delicate airy pink and their daintiness reminded her of the tiny blue Quaker ladies she had known as a child in the East. As she drove on nearer the foothills, the blossoms thickened, became a vast pink mantle flung down on the sand. And then, ahead of her, moving through the world of pink, she saw something blue. A boy in jeans. Bareheaded.

At the sound of the car, he glanced over his shoulder, and despite the distance, his keen eyes at once took in the situation. He knew that car. So Miss Kilpatrick, the old bag, was following him. He glanced about for a place to hide, but the only possible refuge was an outcropping of red sandstone a hundred yards off on the slope that led up to the foothills. He increased his pace to a long swinging lope. Miss Kilpatrick wasn't driving fast, maybe she hadn't recognized him, maybe he'd get to the rocks in time. At his side he swung a stout forked stick in tune to his running.

The notice was still in his pocket, unsigned. Last night his father had been in an awful temper because one of his helpers had quit. He hadn't dared show it to him. Heck, a guy didn't want to ask for a licking. You got enough of 'em without that. Why did old Kilpatrick have to pick on him anyway? Just because he'd put that verse on the board? Heck, he'd do it again. With relish he sang the words as he ran:

"She's an old bag with a blister,
That's why no man ever kissed her."

As it happened, Allie was recalling the verse, too. It was the sort of thing that ran through your head with the annoying persistence of an advertising slogan. No doubt the sight of the boy in blue jeans had stirred it up. Another thought darted through her mind with the jagged ferocity of lightning: Could she have been subconsciously influenced by those lines when she gave Hank the unsatisfactory notice? Always having prided herself on her sense of justice, the idea horrified her.

Involuntarily, she increased her speed. Hank glanced over his shoulder again, and she recognized him. Hank? No, it couldn't be. Hank was in school. But it was, all the same, she knew it was. And now he would have his revenge. He would tell on her. Everybody would know that instead of being ill as she'd pretended, she'd been out joy riding on the desert. Because her reputation was so good, it could be easily ruined. She slowed down, hoping desperately that he hadn't recognized her. Not in the raspberry suit, which she wore only to the movies, never to school. She turned right on a still fainter trail that zigzagged south, came to a bad wash, and stopped the car. For a long time, she sat motionless, gazing at the flowers.

When at last she looked back, Hank had disappeared. She gave a sigh of relief. Of course. She might have known he was headed for the hills. In any case, he would never have recognized her in that suit. She relaxed once more, her eyes wandered over the acres of quietude. Nothing stirred. The world was filled with beautiful sunlit silence. Silence and the pink flowers.

Finally she got out, strolled idly up the slope in her perennial search for arrowheads. Once back East at the age of nine she had found one; she had never given up hope of finding another. The higher she got, the better the view became. She decided to climb to the ledge of rocks and see how far south the pink mantle extended.

Just ahead of her the ledge looked as though it might be wide enough for her to stand on. From that height she could probably see for many miles. In the clear air, distance was deceptive, and she was puffing from her climb when she finally reached the rock, which at this point formed a narrow shelf, with an overhanging wall of sandstone behind it. It was higher than she had thought and forbiddingly smooth. In an effort to see the top, she raised herself on tiptoe, clutching the edge with both hands.

What was that lying so still that it might have been a part of the stone itself? It might, except that it was wearing blue jeans. The head lifted, and she was gazing into Hank's defiant blue eyes.

"Whata you want?" he demanded.

"Nothing," she answered honestly, wishing with fervor that she had gone the other way.

Her gaze shifted along the rock to the other end, and she clapped her hand over her mouth in time to suppress a scream. There was something else there on the ledge, something that writhed ominously, and began to coil.

"Hank, watch out!"

In one swift liquid motion he was on his feet, the forked stick in his hand. And then beyond the coiled snake appeared another rattler, emerging purposefully from its hole.

Again Allie's mind flashed back to her childhood, and the story of two men in the mountains. One of them had been confronted like this with two snakes on a narrow shelf, and . . and he had thrown one of them down for his friend to kill.

Before she could question her courage, she gasped, "Throw the first one down here! You kill the second."

Without a word, with the same perfect coordination of brain and arm, he swung the stick and flipped the menacing snake to the ground beside her. Motivated now by instinct rather than reason, she stooped and snatched up a rock while the creature was re-coiling. The eyes gleamed wickedly, the tongue darted out, and she knew that it was ready to strike. With all her might she hurled the stone. But she lacked Hank's skill. It missed the head, landed on the mass of coils, and rolled off. The snake hesitated briefly, its head weaving, and once more prepared to strike.

In a frenzy, she grabbed up another stone, let it fly wildly without taking aim. It missed. Paralyzed with horror, she saw the snake's eyes turn to points of flame, saw it hurtling toward her. She screamed and shut her eyes. But the fangs did not sink into her flesh, nothing touched her. She looked. Between her and the rattler stood Hank, using his stick with deadly precision. When the job was done, he turned to her, his blue eyes bright with triumph. "We got 'em all right!"

We, she thought dazedly. "Not we, you, Hank, you did it." Her voice was faint and strange in her ears.

"Heck," he said, "you did good. You

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didn't have a stick."

She ignored the grammar. "I don't see how you could be so quick."

"Nothing to it. Just practice. Every weekend I come out here and hunt rattlers for Mr. Kelly at the hamburger joint. Pays me two bits for little ones, and four bits for the big ones." He turned and poked the dead snake with his stick. "This here one's a four bitter, so's the one up there." He jerked his head toward the ledge.

Allie took out her handkerchief and wiped her forehead and hands. She was limp and trembling; her legs felt as if they would never carry her back to the car. And then she thought of the lunch. "Hank," she began with a touch of diffidence, "I have some hamburgers and pie. Would you like to have a picnic with me?"

He gave a little start, then, his eyes on the ground, he said softly, "Sure."

During lunch they talked happily of the desert, of horned toads and rattlesnakes. Hank did not ask her why she was out on a spree, and she avoided putting a similar question to him. But when, at her insistence, he had finished the last candy bar and drunk the last cup of milk, he thrust his hand into his pocket and drew out the crumpled notice. Not looking at her, he said, "Didn't get him to sign."

In silence, she took the paper, smoothed it out, and read what she had written: "He is slipshod and careless in his work."

Slipshod and careless, she thought, recalling the beautiful precision with which he had risen from the rock and killed the snakes.

"Guess I'll be in heck with the truant officer, too," Hank muttered, still not looking at her. Then he demanded suddenly, "How'd you know where to catch me?"

"I wasn't looking for you, Hank. I . . I came out here because I was tired."

His eyes were wide and questioning. "Of school?"

"What do you think?"

He ran the back of his hand thoughtfully across his mouth.

"But," she went on, "when we go back tomorrow, we'll both feel better." Releasing the notice from her fingers, she watched the breeze lift it and carry it jauntily away over the pink flowers.

Hank drew his right foot back and forth, making a little runway in the sand. "One rattler is yours," he said. "Mrs. Kelly will make you a swell bag."

"That," Allie said firmly, "would be wonderful."

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SWEET TYRANNY

(*Continued from page* 44) and to bed. Only when his quiet breathing indicated sleep did I sit down with a song and a prayer.

But rest was denied me even then for much too soon Elliott was jumping up and down in his crib for good reason. In no mood to be grateful I raged, "You're a most disturbing child. Why are you so bothersome?"

"Elliott good boy."

"Yes, sure!" I retorted, disregarding the melting look in his eyes. Scrambling him into some clothes, and securing him with a harness, I trotted him to the Municipal Park. In this fashion we made the park bench.

Not for a moment did my hold relax, but I still had a lot to learn about Elliott. While lending my ear to a woman beside me, he squirmed and wriggled his way out of my grasp. Before I could catch him, he jumped into the tank shoes, clothing and all, where, shouting with glee, he made his way toward the deepest part.

As slippery as an eel, it took the combined efforts of the matron and myself, five older boys and a policeman to fish him out. Fortunately, because of the hot sun, his clothes dried quickly, but not my spirits. Neither were they helped any when, upon approaching my house, he bolted across the grounds like greased lightning and shot up the stairs of an adjacent house while I puffed after him like a blown-up paper bag.

When we finally reached the door, my neighbor who had observed the chase, remarked, "Such an adorable little boy to give so much trouble." The adorable little boy must have understood, only too well, for at that psychological moment he leaped toward her milk bottle and heaved it aloft. I swept up the smithereens and him upstairs.

In a feeble moment I sat down to have a bowl of soup. Elliott watched me solemnly for a few moments, but the ordeal must have been too much for him. The next thing I knew he had whizzed his dirty black shoe into my soup bowl. This was the last straw. I, who ruled the roost in my classroom with unquestioned authority, had to admit defeat for the first time, and by whom? By a little fellow, aged two years and ten months, who rollicked with laughter at my plight.

"Elliott," I said weakly as he bent feverishly to undo the other shoe for the same plopping purpose. "Please, dear, don't."

It might have been that unfamiliar plea in my voice. Or, shame of shames, the tears that crept into my eyes in spite of my prodigious effort at self-control. But whatever it was, Elliott miraculously stopped.

Moreover, as I sat there as ineffectual as a Buddha, he crept toward me curiously and touched me to see if I were alive, pressing a tear drop that escaped down my cheek with his chubby finger. Then, being Elliott, he had to do something about it. What he did was something that broke down completely what little reserve I had. Winding his arms around me, and smothering me with kisses, he protested, "I love you, Aunt Soosie. Love you! Love you! Love you! Oo - ah........! Good boy? Elliott good boy?"

"Good boy," I repeated wearily, but I held that warm and vibrant bundle close to my heart as I kissed the shining little forehead.

In such manner I carried him off, and the miracle held. Bedtime became easier and my sleep less broken. In time I learned that anger does not hide fear, not with a smart rascal like Elliott. On the contrary a deep respect filled me at his power which Elliott must have sensed in his sharply instinctive way. Somehow a bond was cemented and the glory of it was truly wonderful.

Of course he did outlandish things like throwing ink on a letter, hanging up the receiver on people because "they talked too long", and yanking away the truck from the spoiled darling of the house, just to mention a few, but I learned to give him a comradely look as if I understood why he did all those things. And so understanding, forgave him, at the same time opening up other avenues of endeavor for him that were much more constructive.

When the time came for him to go, he cried bitter tears, but he has come back many times. And when he hugs me until every nerve and fibre is encased in love, I leave the aunt and schoolteacher behind me and become pure mother. Then the child is no longer Elliott . . but my very own.

SNOW QUEEN

(*Continued from page* 63) we were spying patches of the stuff, high in the San Bernardino Mountains in the region of Barton Flats. We had hurried back through Banning, turned off through Yucaipa and had begun climbing a smooth, but twisting road up and up past the stately pines. Soon there was enough snow to show in a picture. Skis were untied from one car, cameras came out again and an hour's hard work was begun to portray the snow queen and her attendant in the proper locale. "Turn this way. Turn that way. Take a fall. Smile!" The sun was fleeting fast, just as it had sneaked into view so many hours before, when the caravan headed for our next location . . Arrowhead Springs. There, amid the splendor of one of Southern California's famous resorts, Frank Stiffler was able to shoot two pictures. The water was warm, the Gantner bathing suits were beautiful, the girls were willing, but the sun was playing hide and seek with the mountains of the San Bernardino range.

"We'll try it again Wednesday," was the group opinion. "And then we'll shoot our stuff on the beach."

Wednesday arrived . . the job was done. A Los Angeles County budget of $200 for the project had been sliced pretty thin, but 55 selected photographs reproduced hundreds and hundreds of times in newspapers and magazines throughout the world are evidence that it was a sound civic investment. A hundred million people, more or less, see the beauty of the Southland, picture themselves in the sporting, carefree role. The gigantic tourist trade of Southern California is safe for another day.

And wouldn't you know! Miss Rosalie Saunders is now Mrs. Meredith Quinn, wife of a Los Angeles photoengraver. A new bride who spent her honeymoon at Sun Valley . . on skis!

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No. 4
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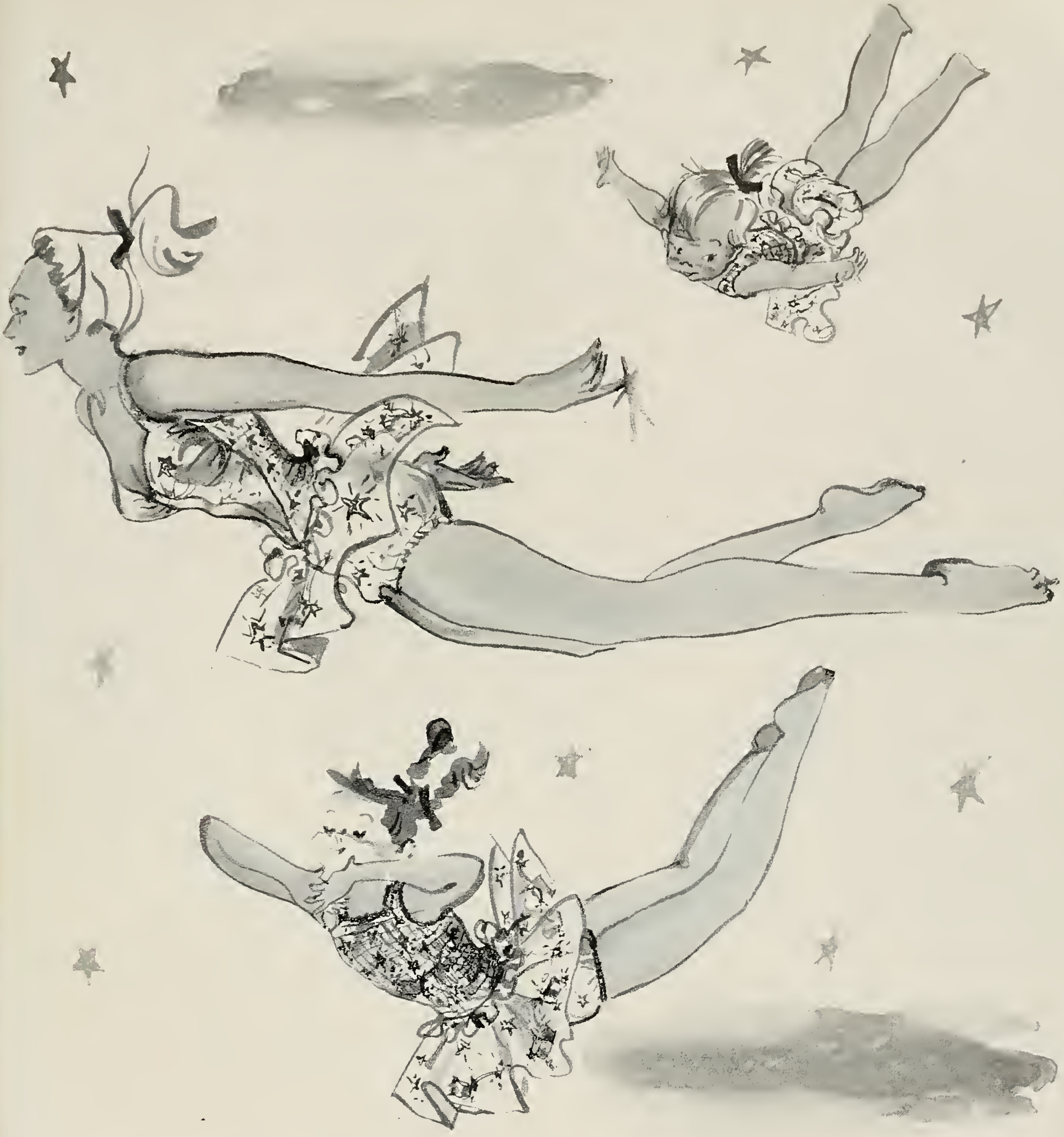

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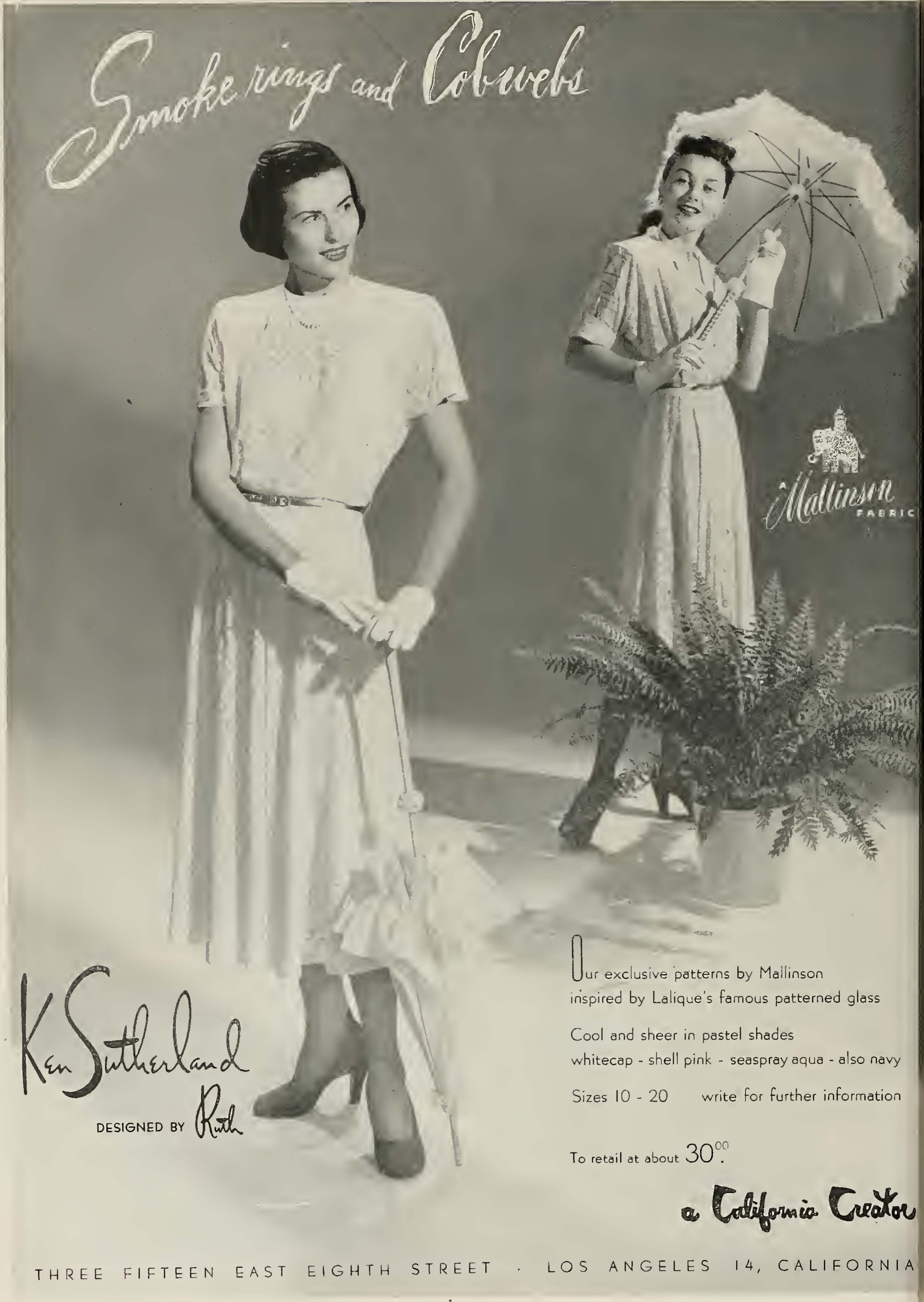

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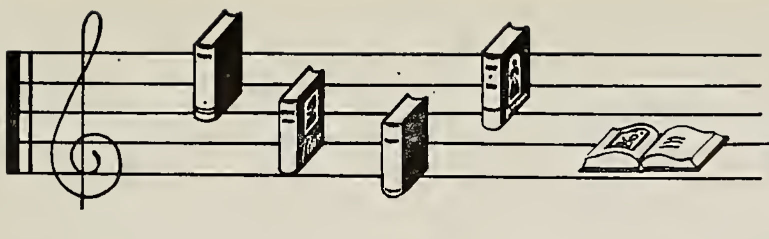

BOOKS and MUSIC

ARMITAGE CAPTURES THE WEST BY RAIL

by hazel allen pulling

Daily swift-flying wheels of a Santa Fé train bring California close to the heart of America. Ever since a late November day in 1892 these trains, traversing great plats of the country, have given wings to imagination and have placed before their passengers at stated intervals scenic wonders, primitive cultures, and striking evidences of a modern nation at work. Grand Canyon, the lonesome prairies, Hopi, and Navajo vie with high-banked flatcars, lumber mills, and mining camps for the interested attention of travelers. Panorama unexcelled; but behind it lies the hard-won tale of railroad building and travel development.

This tale has been lately told in *Operations Santa Fé* by Merle Armitage (Duell, Sloan and Pearce, 1948. 263p. $5). It is a stirring tale that has the Armitage touch we have all learned to delight in, and is illustrated in wood block, sketch maps, and Indian designs by the unrivaled P. G. Napolitano. Here are the years of the railroad embedded in the lore of the regions to which it belongs. The traveler will revel the more in fast receding miles when Santa Fé's story illuminates the way.

MEXICO LURE

Without stopping this time in California, our next book takes us on to Mexico, California's mother country. There the reader, steeped in Californiana, will find much to delight and interest him for its bearing on California itself. MacKinley Helm, noted restaurateur and hotel man, host to travelers and specialist in Mexico's historic and present-day offerings, has given us a guide through his country, *Journeying Through Mexico* (Atlantic Monthly Press, 1948. 297p. $3).

Journeying Through Mexico is a view of Mexico of the Mexicans; its purpose is to show one how to enjoy Mexico as the Mexicans do. The country spread before us is not that of the highway and American stopping places, although those are included; it is primarily Mexico off the beaten track where busy market place, park court festival, and primitive Indian life are in their natural, everyday dress. It is the story of byways and how to travel them, where to go and where to stop while there, how to treat the residents and how to get them to treat you well, where to tarry and where it is wise to hurry along before night overtakes the traveler on long, little used roads. Full-flavored colonial Mexico, hidden these many centuries in isolated spots, and bits of gossip and historic fact blend to create a new and different Mexico undiscovered by the usual traveler who fears to go a'venturing beyond familiar guards. It is a guide book, but it is far more than that; it is a guide to Mexico of the Mexicans, to the heart of the country from whence sprung early California.

GOLD DIGGINGS

A few last notes for those who watch for authentic Californiana. Promised for publication in 1948 by the California State Historical Association is *In the Diggings in 'Forty-nine*, a description of the mining areas during the Gold Rush, and a large map locating practically all the mining camps in the Gold Rush period. Both publications will be, indeed, worthy contributions to your library of California items.

Any questions on California in books are cheerfully answered. Please write to me in care of *The Californian.*

BEST SELLERS

FICTION LEADERS:

"Eagle in the Sky," by Mason
"Raintree Country," by Lockridge
"The Ides of March," by Wilder
"House Divided," by Williams

NON-FICTION LEADERS:

"Peace of Mind," by Liebman
"Sexual Behavior in the Human Male," by Kinsey, et al
"Jim Forley's Story," by Forley
"A Study of History," by Toynbee

FOLLOW YOUR TASTE IN RECORDS TO KEEP

by frances anderson

Record-collecting these days is sometimes fraught with the general uncertainty afflicting most of the world. The collecting of popular records, that is. Serious music is issued in an unending stream of good to superlative quality both as to musicianship and variety of compositions, and the collector of serious music usually has well-defined tastes which need no spur from what his confreres are choosing.

In the field of popular music, however, this is a peculiar period. 'Way back when, in the era of crooners, for instance, it was just a matter of choosing among Russ Colombo, Rudy and Bing. Or between Guy Lombardo and Isham Jones. Then came the rise of swing and a tremendous increase in the discrimination of platter-misers as music of the great bands was waxed for their approbation. During the 30's everything was swing . . practically no deviation. Boogie was the end of this decade.

The war years brought a gradual falling apart, with jazz experts seeking out collectors' items of yore or the few excellent small combos currently waxing. But the swing was on to sweet, and commercial, music. Personalities that arose were certainly less fabulous than in the heyday of Benny and the Duke and the rise of Harry James and Artie Shaw, among the bigger names.

Now, you just don't know what to buy. Crazes, except for single records like "Hurry On Down" or "Four Leaf Clover" or Les Paul's "Brazil," to mention a few recent ones, don't exist. There's no general category within which to choose. And the best thing you can do is to do what the collectors of serious music have been doing all along . . follow your own tastes as to song and artist, no matter what your pals are doing. Though the musical picture may not be clearly defined, it has never been more varied.

DON'T GO OVER

Make sure your collection is varied, too. We've heard of a few people who stocked their libraries with at least five of the seven extant versions of the "Sabre Dance." And how do you think this little number is going to sound to you a year from next Christmas? Remember the value of nostalgic association. Why do you think "Stardust" has hung on all these years?

It is exactly this aura of the past that Decca is counting on to put over their "Songs Of Our Years" series of albums. The first ones, up through 1931, brought back a few memories but weren't too well handled either as to production, quality or choice of tunes. Or else those years weren't too rich with melody. But in 1932 the series comes into its own with an album by Carmen Cavallero. That was a wonderful year, including "Night and Day" and the aforesaid "Stardust," and Carmen in his first album in some time does a handsome job.

Speaking of albums, if you haven't heard Camarata's "Finger-Bustin' " folio under the London Record label, you should. Here is something new, a mating of symphonic personnel and jazz as it has never been done before. There's a Chopin rendition in which a flute goes off on a ride wild enough to make Satchmo's eyes bug, and the whole thing is refreshing as well as magnificently engineered.

NEW RELEASES

NEW LABEL: Hollywood Modern Records is the firm, and their first releases show an emphasis on authentic jazz. Outstanding is "Shasta," played by Little Willie Jackson, with some sensational individual breaks and a fine arrangement. On the back is "I Ain't Got Nobody," in classic style with Willie, a good blues shouter, on the vocal.

RE-ISSUE: Quite a few people, no doubt, will be excited to hear that Columbia has re-issued Gene Krupa's "Dark Eyes," as immortal a rendition as you can get. Peggy Lee's latest, "Laroo Laroo Lili Bolero," is not the follow-up to "Manana" her fans (including me) have hoped for. The backing is by the same group, but in this platter they fail to jell and though this Latin ballad is straight, unlike "Manana," Peg sings too languidly to give it oomph. The reverse, "Talking To Myself About You," is a fair-to-middlin' ballad and Peggy can't be really mediocre. Capitol.

Gordon MacRae's newest disc is really a gooder. He pairs "That Feathery Feeling," a gay ditty sung in a warm beguiling manner, with "Matinee," the sequel to "Ballerina," as it were. We can't be mad for this latter ballad, but Gordon gives it punch in virile manner. Capitol.

HELEN BROWN REVIEWS:

THE GOLD COOK BOOK, by Louis P. de Gouy, Greenberg. 1947. $7.50.

Louis P. de Gouy died last November, but not before he made a truly great contribution to gastronomy. The Gold Cook Book is an imposing volume packed to the covers with valuable culinary information and masterly recipes well spiced with a variety of anecdotes, notes and quotes. The book of more than a thousand pages includes recipes for everything except breads, ice cream desserts and game. These have been omitted because Chef de Gouy has included them in other cook books he has written, but I think that is a pity, for otherwise this one book is a culinary library in itself.

M. de Gouy long was "The Gourmet Chef" of the magazine of that name . . I'm sure its readers have noted his absence with regret. He also was well known as one of the foremost chefs of his day, and the introduction that Oscar of the Waldorf has written for his book is proof of the respect in which he was held by his contemporaries.

The most amazing thing about the book is that, although it will surely be found in every restaurant kitchen worthy of the name, it also will be the home cook's companion. Its recipes are so simple, so easy to prepare in any kitchen, so delicious, that even a novice will be able to use it with complete success.

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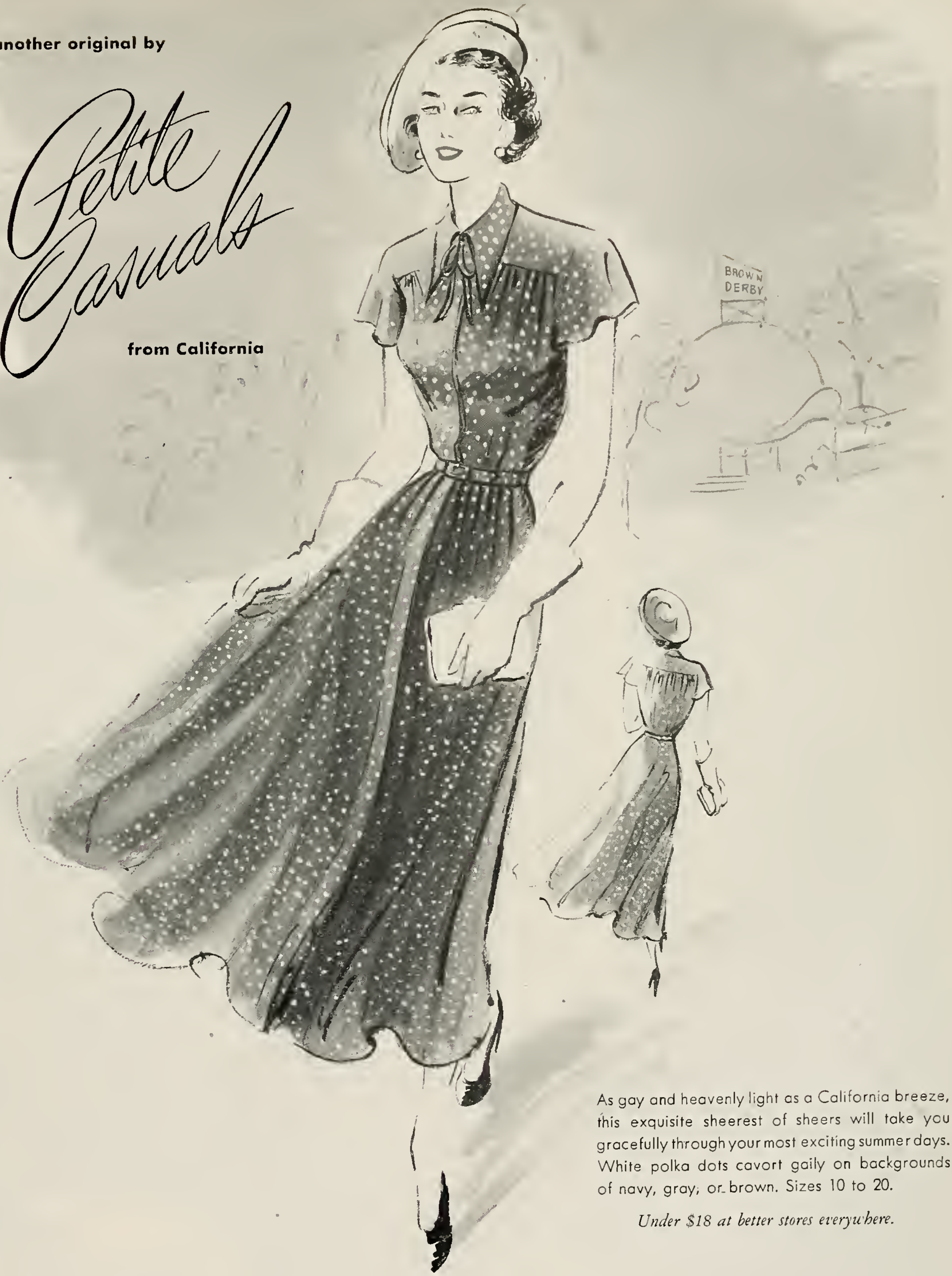

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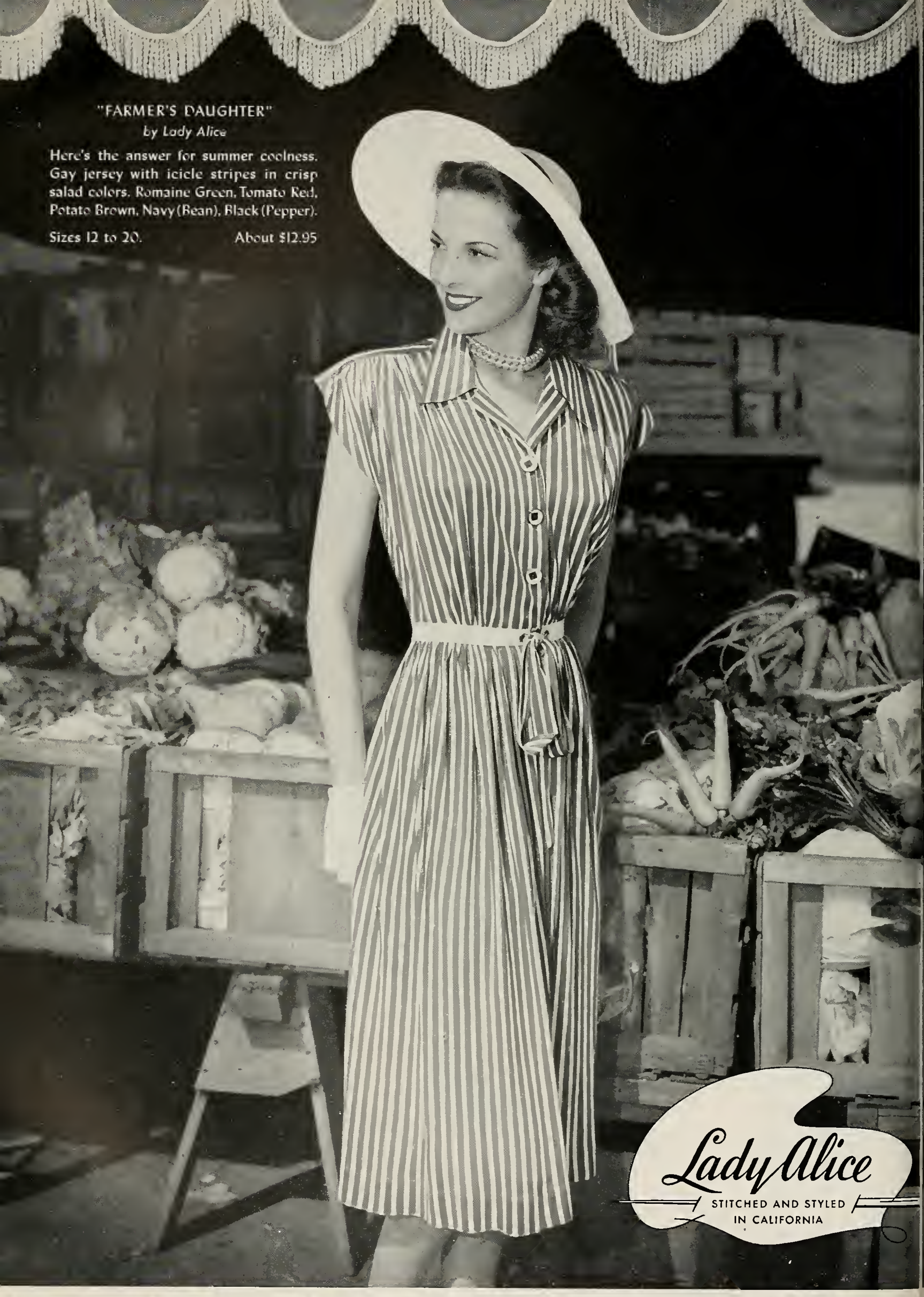

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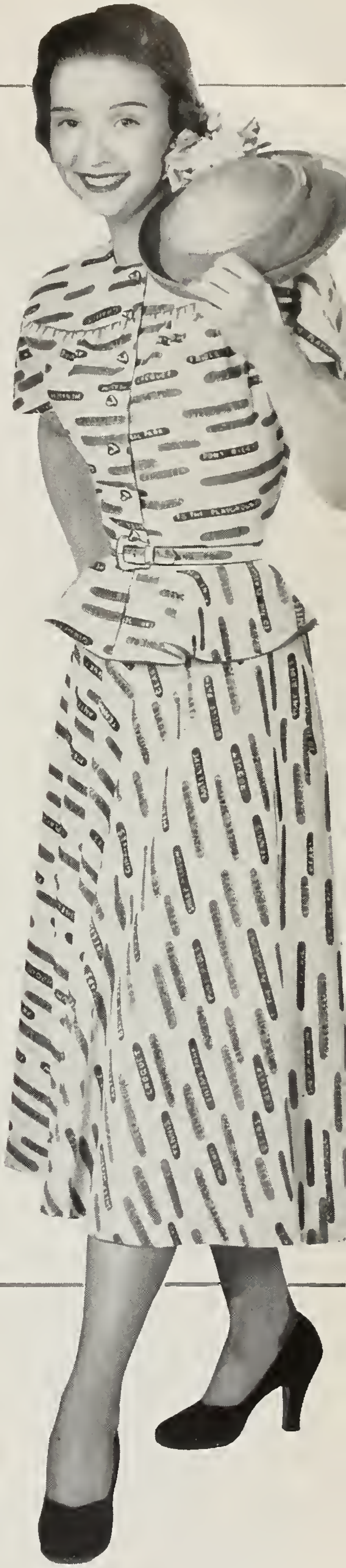

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Sculpture Is Spiritual

IN THE OPINION OF DORA GORDINE WHO CAPTURES LIFE AND POWER IN PORTRAITS OF BRONZE

Dora Gordine in her London studio . . erected from her own designs

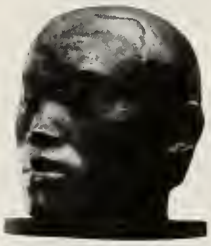
A NEW Californian . . at least for an indefinite stay . . is the renowned British sculptor, Dora Gordine, who, with her husband, the Hon. Richard Hare, is making her home at Stanford University. The Hon. Mr. Hare has been awarded a fellowship in Slavic research at the Hoover Institute, and Dora Gordine is taking time to tell the West the spiritual advantages of a renaissance in sculpture.

In the last century, she says, sculpture degenerated into dismal funereal statues and pompous public monuments, reaching its lowest ebb both in artistic quality and popular esteem. But now, she believes, we are entering a period that will relieve the cold bare contours and flat surfaces of modern buildings, introduce a much-needed note of vital stability and peacefulness into our restless homes.

Miss Gordine is noted particularly for her bronzes, having exhibited them at the Salon des Tuileries in Paris, the Leicester Galleries in London, and in Brussels and Berlin. Long before the last war she was invited to Singapore to decorate the new Town Hall with statues and heads representing the races of the Malay Peninsula. Her celebrated head, "Chinese Philosopher," shown below, was purchased during the war for an American museum. Other works have been obtained for the National Gallery of Modern Art in London; Achimota University in Africa, schools, an infant welfare center and a hospital maternity ward . . as well as numerous private collections.

The English critic. Arthur Symons, wrote of her bronzes "that together with the subtlest delicacy of modelling they have an immense power, an almost uncanny life, which only the sculpture of the greatest civilizations of the past has been able to create."

At Dora Gordine's last exhibition in London . . her first since the war . . many purchasers proved to be medical students, writers, ballet dancers, people who apparently longed to have a work of art in their one-room homes . . people who could afford to buy only on the installment plan, and even then not without some real sacrifice. An Australian girl who saved money for years to be able to buy one of her bronzes told Miss Gordine she felt she really had earned it. She wanted above all to have this one beautiful thing as the center of her home . . wherever she might go. She shares the sculptor's belief that a genuine love and understanding of art can bring into our daily lives some of that joy, relaxation and sense of peace we all need . . but which often eludes our grasp.



"Chinese Philosopher" is one of the most famous

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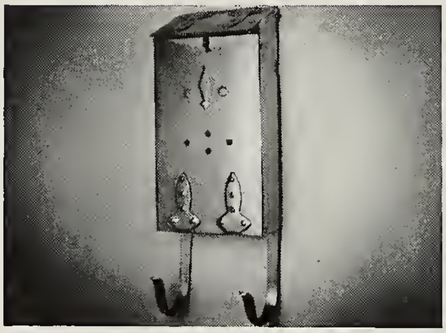

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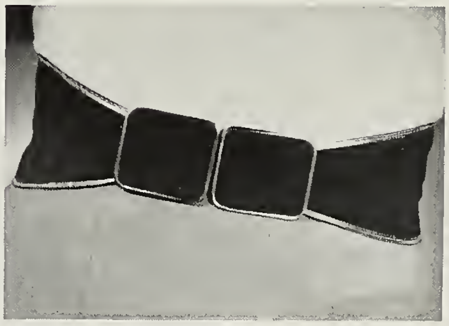

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roundup

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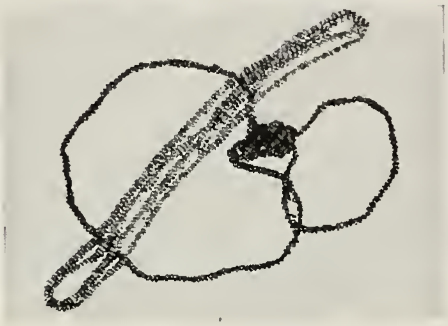

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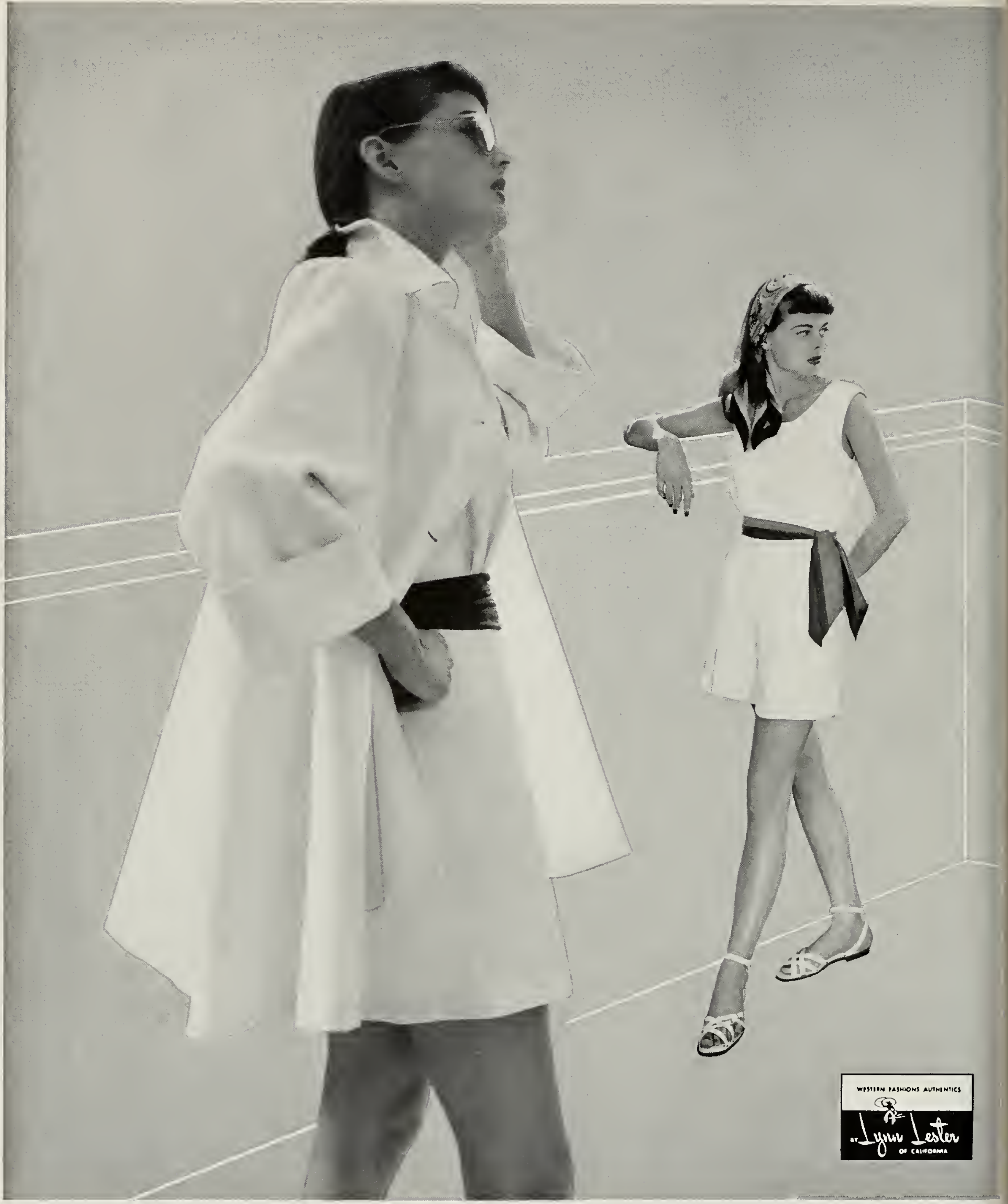
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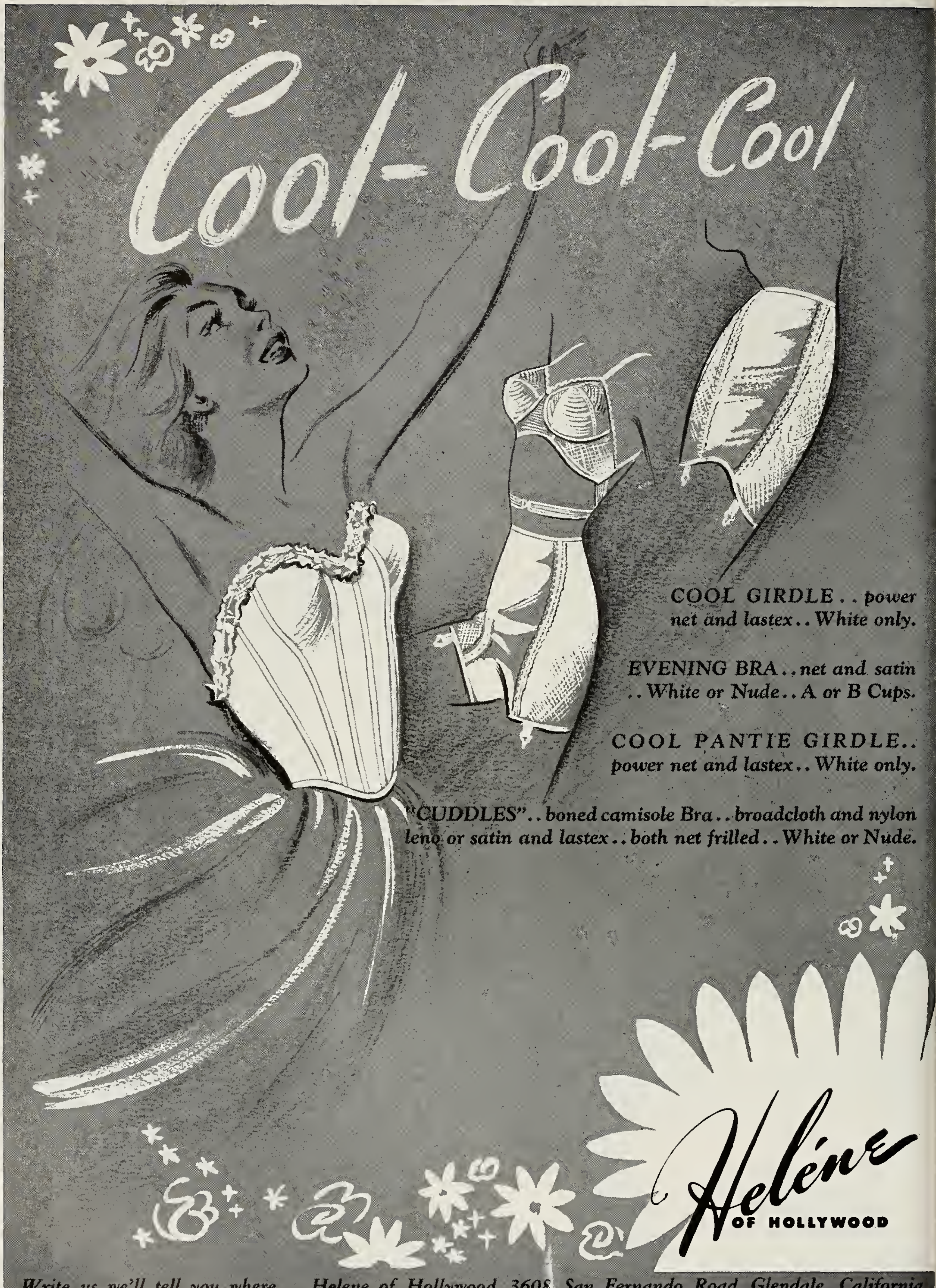

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VOL. V NO. 4 . . . . MAY 1948

YOU'RE RIGHT in the swim, in the sun . . in the Shark beach ensemble from Catalina, Inc. Smooth-fitting bra top with sleek little shorts, a California Hand Print on woven acetate lastex. With it, a T-shirt and mammoth beach towel with the same merry motif. The suit, about $15, shirt about $6, towel about $5 at May Company, Los Angeles; The Bon Marche, Seattle: Famous-Barr. St. Louis.

CHRISTA

The CALIFORNIAN

"FOR THE CALIFORNIA WAY OF LIFE"

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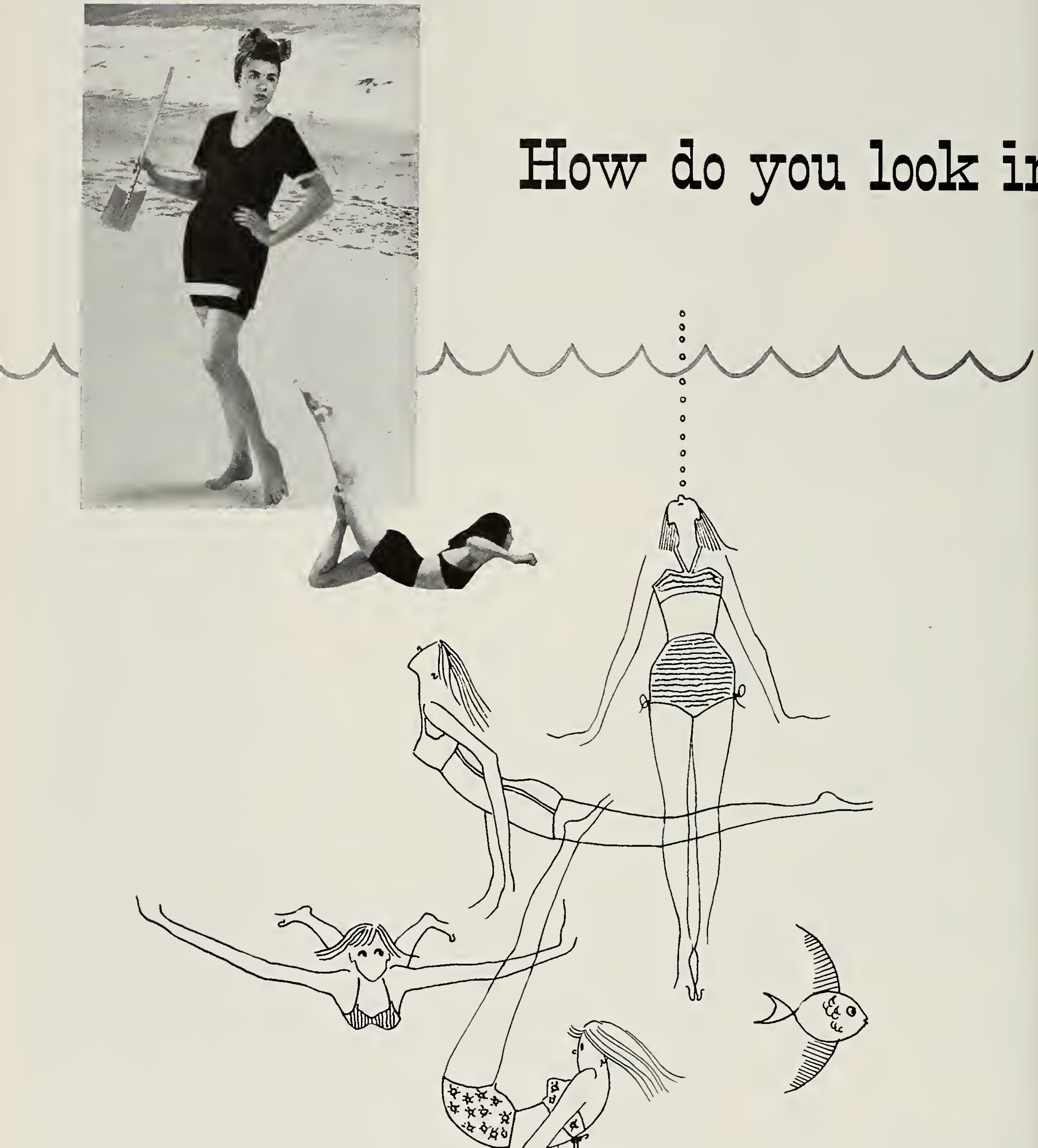
How do you look in



the swim?

BY VIRGINIA SCALLON

You can thank California for your golden tan, your easy freedom in the water, your beauty on the beach! Forty years ago, young ladies who went swimming were bundled for the beach as for Sunday night supper, but California changed all that. Possibly alarmed at the notion of bathing beauties actually sinking of their own weight, but more likely inspired by the fun that swimming and sunning should be, some audacious designer presented a revolutionary bathing suit . . sleeveless, low necked, so *daring.*

Out of this dream of a suit came a mammoth industry, pleasantly dedicated to the beauty and health of America's women.

California designers and manufacturers promptly blended glamor with the new-found usefulness. Hollywood, with a fashion pulse all its own, swept the new trend to its heart . . . Mack Sennett's muffled mermaids climbed off their rocks to make way for the streamlined figure of Esther Williams.

M.G.M.'s lovely swimming star, a champion in her own right, expresses herself in no uncertain terms when it comes to California suits. She feels that Californians have done a terrific job in glorifying the swimmer. And she should know!

"Where else is a girl stared at so much as on a beach, where men have nothing else to do!" she says. But on the serious side, she is quick to advise you to select your swimsuit as carefully as you would a dress . . . choose a style to fit your figure.

Swim champion or sun-bather, you're ready in a California suit to plunge into the pool or stretch in lazy pleasure on the sands. In action or repose, you're stripped to a beautiful minimum, *free* to bathe or bask in the healthful rays of the sun.

Why a *California* swimsuit?

Because we believe California designers have a better understanding of the needs and wants of swimmers, where we've bred so many champions, where perpetual sunshine encourages year-round swimming in ocean and quiet waters. Here, too, are more private pools than there are freckles on a country kid's nose. Here a whole state becomes a testing laboratory to make *your* California suit the finest.

With the motion picture studios nearby a constant inspiration to create swim togs with photogenic or eye-appeal, designers have come to think in terms of glamor while they are creating suits that really swim! Since the days of the earliest screen sirens, movie publicists have realized the interest of a pretty girl neatly turned out in a brief bathing suit!

Color? Californians admittedly have no inhibitions when it comes to color. Designers lightly borrow the sea's own blue, the deep green of the mountains, the bronze tones of the desert, the flamboyant scarlets and yellows of tropical flowers. They run the gamut from the soft muted shades of shadows to colors that are visible for a mile or two! . . colors melted into jersey, wool, satin, and cotton. Designers even weave the gleam of gold and silver into these sunshine fashions.

With all this inspiration, it becomes obvious that California swimsuit manufacturers have an immediate advantage in creating water-wear on the spot. Add to this their skill in technique and workmanship and you'll see why we urge you to choose a California bathing suit. Flatter your figure with water-tested fashions . . . enjoy your swim with freedom of movement . . . laze in the sun's warm rays!

DASH TAYLOR

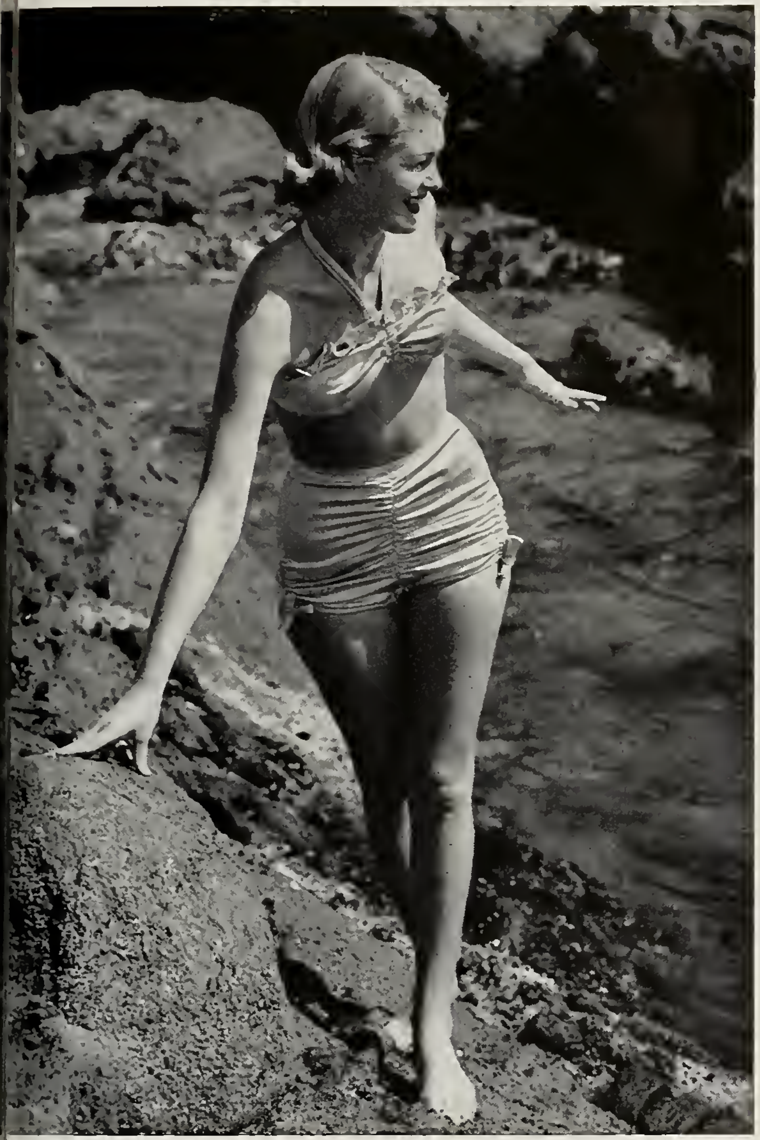
A pretty print is a wonderful device to make you a lovely picture in action at pool or seaside.

How To Care For Your Swim Suit

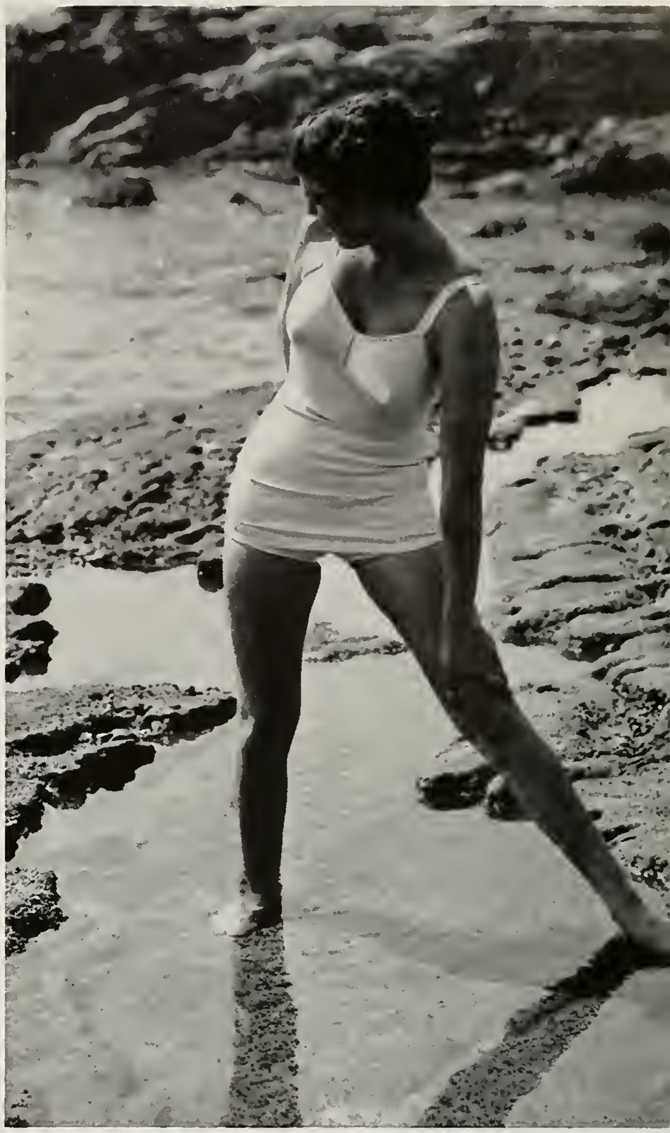
You can depend on California manufacturers to use the finest materials and best dyes obtainable, to pre-test their suits in the water and in the sun . . . in other words, to give their swimsuits long-wearing quality. But there are certain common-sensical rules to aid you in prolonging the life of any suit . . . things like the way you put it on, for instance. Fold your fingers so that your knuckles ease the suit up over thighs and hips, avoid snagging with nails. When you've finished wearing, rinse suit immediately to remove any injurious chemicals from pool, stream or beach. Avoid hot water or caustic soap. Your suit will keep its shape longer if hung up tidily . . . and remember to keep a wet suit away from garments of other colors. Keep sun-tan oil away from elasticized fabrics. Avoid snagging suit in laundry chutes, on rafts, benches, etc. In other words, pamper your suit if you want maximum service and long-lasting beauty.

Perfect sailing aboard The Westward . . . perfect swimming in Gantner of California's satin lastex classic of Seagoing print, left; under $15 at Hecht Co., Washington, D. C.; Rich's, Sacramento. This page, above, Gantner's Ming Pool one-piece flattery, under $18 at City of Paris, San Francisco; Carson's, Chicago.

EARL SCOTT



One piece or two? . . . Maurice Handler's young choice in satin lastex, panties pull up for sunning; about $11 at The Bon Marche, Seattle; Neiman-Marcus, Dallas.



Satin lastex classic by Mabs of Hollywood. Photographed at Laguna home of Dr. and Mrs. Howard Fleming. About $15 at Buffums', Long Beach; May Company, Los Angeles.

← *For sun and swim . . . Coronado suits by Elon of California. Left. striped twill or poplin with fine-fitting bra, pull-up shorts for tanning; about $6. Right, Coronado "Swimteen" glamor suit of elasticized satin acetate, about $13 at May Company, Los Angeles; Hecht Co., Washington, D. C.*

DASH TAYLOR

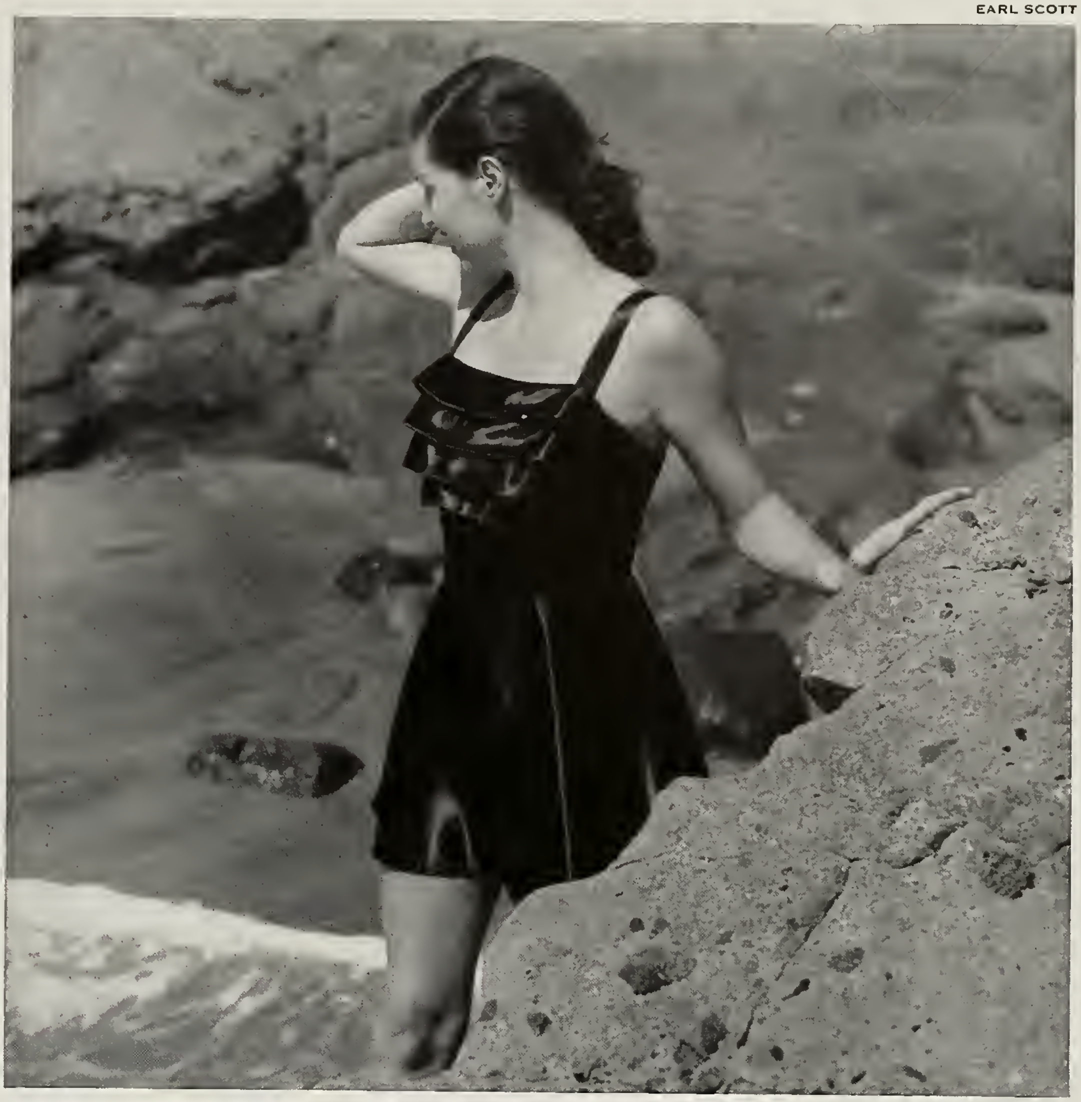
There's marvelous comfort in a suit cut deep, securely fitted . . criss-cross straps or halter.

What Is Your Swim Suit Made Of?

California swim suits come to you in endless variety of styles and fabrics: Knitted and woven lastex, elasticized materials, cotton, wool, jersey, nylon, silk . . . almost anything to, and including, velvet! If you're an active swimmer, if you demand ease of motion in a suit, you'll appreciate the all-together snugness of lastex or elasticized fabrics. However, lightweight and easy-drying materials also are adaptable to a real swimming program, besides being pretty show-offs on shore. Your own figure determines whether you should have a body-molding brevity, or a suit with more illusive lines. Where you swim . . . salt or fresh, public or private pool . . . and whether you'll have more than a suit or two will influence your choice. Whatever the fabric or style, make sure the color is flattering . . . consider the stark drama of white if you sun-tan easily; think of sea-green and turquoise if you're a Titian; ice blue, coral and white if a brunette; shining black or chalky pastels if a true blonde. Patterned fabrics have conversational value, should be chosen in size proportioned to your figure.

All hands on deck: Mr. and Mrs. Robert Miller with sea-going guests in Rose Marie Reid suits: Left, cuffed bra and shorts of Celanese Prospector, about $11: iridescent taffeta over black satin lastex, about $17; this page, above. classic satin nylon lastex, about $18, Buffums', Long Beach; Robinson's, Los Angeles.

EARL SCOTT



Soft swimsuit styling with appeal for young and old, illusive tucks and skirt is figure magic.

How To Select Your Swim Suit

Since a swim suit is next to your skin . . . in more ways than one . . . make certain that its cut and style is becoming to your figure. Insist on trying on a suit before buying, see for yourself whether a one or two-piece type is better . . . sleek classic or soft dressmaker style. Then, how does the suit *feel* on you? . . . try it in motion: Bend over, flex your legs, make sure it does not bind or pull, that it gives needed abdominal support or bra uplift. The simple one-piece sheath is wonderful choice for the perfect figure, with two-way stretch qualities to mold a pretty form . . . a two-piece is more adaptable to any figure. If you're inclined to be heavy, look to illusive and concealing lines, special built-in figure control features. If you're very slender, softer lines provide a special build-up. Your ultimate choice depends upon whether you are an active swimmer or sunner, whether you go in surf or pool, whether you can afford one suit or more. Chances are the suit that satisfies the most requirements will be the more glamorous, swimable suit from California!

← *Caltex caters to every figure type: Suave strapless suit with wired bra, one-piece Sand Bar lastex, each about $17 . . . this page, above, dressmaker style in black slipper satin, about $14. May Company, Los Angeles; Carson's, Chicago; Hecht Co., Washington, D. C.*

Whistle-Wear For The Water . . . To Bring Out The Beauty In You

PAUL PARRY

Georgia Kyser and Frances Bergen pose with the small fry.

Cole of California is synonymous with fashion in swimsuits, for this house of fine waterwear makes a business of glorifying the feminine figure . . with sun-and-swim originals as bright as the sun that shines!

It's handsome Fred Cole who heads the firm, and who is responsible for the glamor touch: His own stage experience in days gone by gave him an instinctive appreciation for showmanship, for glorifying a woman.

The Coles live in a gracious California home in Beverly Hills, right across the street from Jack Benny. Their swimming pool (you might know they'd have one) is the favorite meeting place for many celebrities. We have more than a sneaking hunch they're the ones who really preview and approve his newest swimsuit fashions.

While their famous menfolk are busy airing their shows over NBC, Mrs. Kay Kyser brings little Kimberly to the Edgar Bergen home for a swim with Frances Bergen and daughter Candice. Their favorite shows are "Kay Kyser's College of Musical Knowledge" and the "Charlie McCarthy Show" . . . but obviously a favorite showoff is the Cole look-alike. The Kysers ready for the swim, *left, above*, in big and little Dipper prints of Bates cotton, the Bergens in a Bonnet repeat print.

The Cole of California line boasts a tremendous variety of styles, ranging from briefest, barest drama to the three-piece ensembles that start with a body-molding suit, add a blouse or midriff and a flaring skirt for a cabana fashion, right for beach club dining or dancing "after."

The line is styled by Margit Felligi, one of the best qualified designers in the swimsuit business. A dancer, she knows from experience how important it is to achieve perfect comfort in a garment for active use . . . swimming, as in dancing. She knows how to cut even the most fragile fabric to its maximum strength so that it will give with body action; has dared to use unusual textures to increase eye-appeal of Cole suits.

Aside from their amazing versatility and flattery, Cole of California suits run the gamut of sizes, too. Just this season they developed a suit sized especially for the teen-age figure, a lithe young styling that instantly caught on with the high school crowd. Mother and daughter suits . . . big and little dippers! . . . are another practical novelty found in the Cole collection.

Typical of the signs-of-the-times and in line with the vogue of sun-bathing, Cole of California this summer introduces the "Stunner," terry cloth bra and shorts daring in cut, designed to give Old Sol maximum opportunity to bronze the body!

← *Cole of California sophistications: Dramatic one-piece shirred suit of Totem Pole print in Spellbound rayon, $13 . . . strapless, backless variation in the same fabric, $15 at Hecht Co., Washington, D. C. This page, above, left, "Dipper" print duo . . . mother's, about $13, daughter's about $6; right, "Bonnet" versions; mother's $11, daughter's $6 . . . at Hecht Co., Washington, D. C.; Buffums', Long Beach; Carson's, Chicago.*

OPPEE

"Miss America" Glorifies The Flying Fish

When "Miss America" walks down the boardwalk at Atlantic City and receives her crown and sceptre to the accompaniment of blaring bands and the flare of flash bulbs, she'll be wearing the bathing suit with the flying fish label . . . a Catalina suit from California. Because for years and years, Catalina suits have been the official garb for the boardwalk beauty queens.

Contestants arriving from Maine, Mississippi or Montana, from Kansas and Kentucky, from every State and every Territory are glorified by Catalina suits when they go forth to final judgment. And Catalina's president, Ed Stewart, and Mrs. Stewart have the pleasant duty of attending the annual pageant and outfitting the shapely contestants. Suits are custom-fit to the girls' individual measurements, and how these measurements vary . . . even as yours and mine! Thus it is that Catalina's designers have the know-how to knit and stitch "fit" into each and every suit with the famous label.

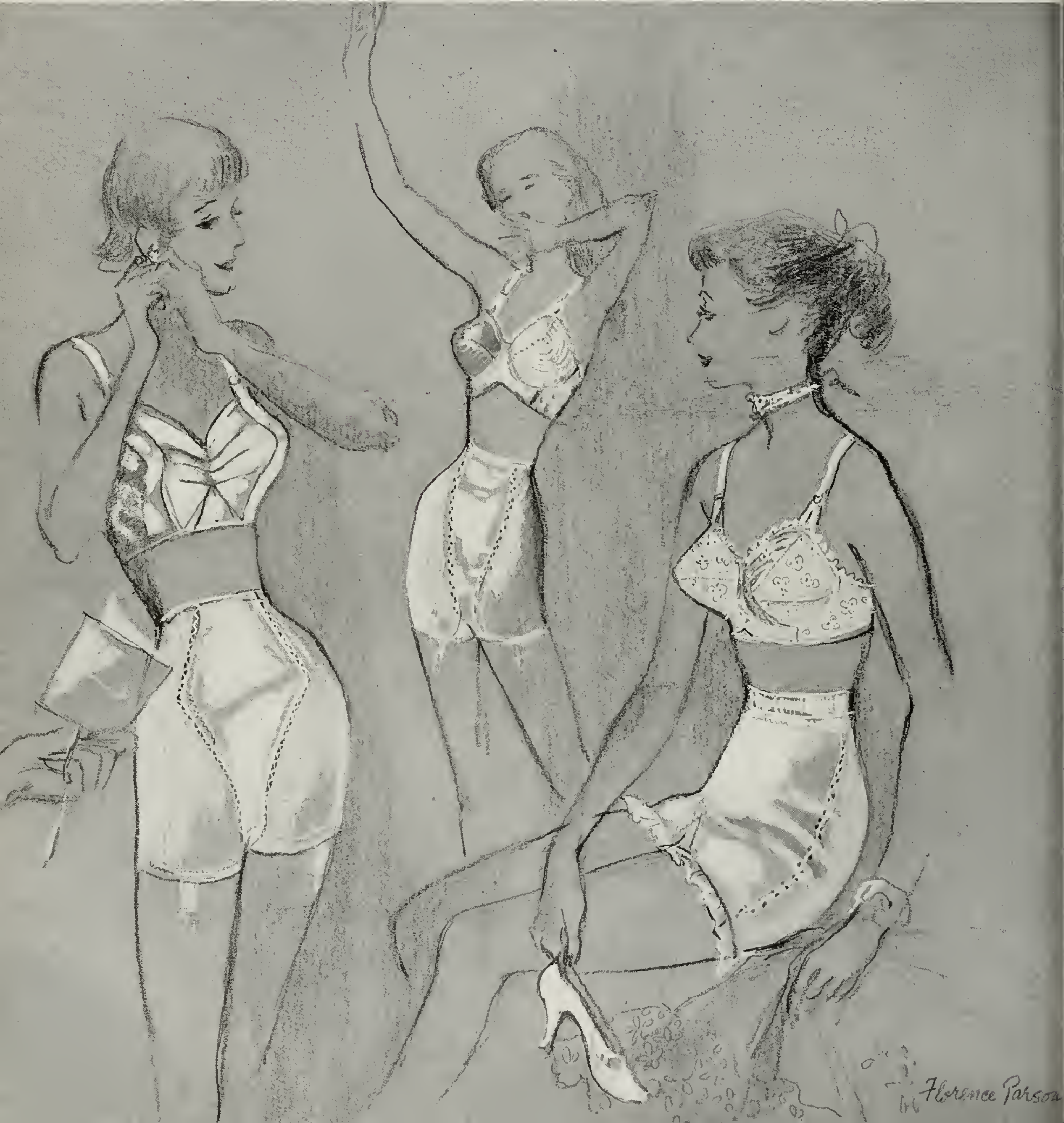
Unofficially, Miss and Mrs. America, together with Mr. A. and all the little A's from coast-to-coast, swim and sun in carefree comfort thanks to the daring of this pioneer manufacturer. For it was Catalina that first made a knit-to-fit bathing suit 'way back in 1912. This little beauty (pictured elsewhere in this issue) was short-sleeved, low-necked, and exposed the leg a whole inch above the knee . . . quite a departure from the long black stockingers of the bloomer girls. You could actually swim in the thing!

After that it was just a question of taking off . . . the bathing suit bonanza was here. Catalina had started out in 1907 to make knit underwear and sweaters . . . was catapulted into the new bathing suit industry. Today Catalina makes sweaters . . . *and* bathing suits . . . has patented a cable-knit process which is outstanding. All Catalina swimsuits are not knitted; every known fabric has been tested, and only those passing with honors are put into production. Thus, many new fabrics have been developed to Catalina's specifications.

With a size range encompassing every member of the family from the baby on up, they cut a variety of styles to fit every probable figure. Coordinating beach fashions, they also offer matching beach towels, T-shirts, beach jackets . . . such as those worn here by Bill Goodwin (star announcer of the NBC network show starring George Burns and Gracie Allen) and his family.

← *Bill Goodwin works on NBC radio script while taking the sun in his own backyard. Phillipa, his wife, kibitzes prettily in Catalina's two-piece Tapa Sails pattern which matches Bill's trunks and jacket. Right, springboard style for moppets, Jill, Bill, Jr., and Lynn in Catalina classics. At leading stores throughout the country . . look for the label.*

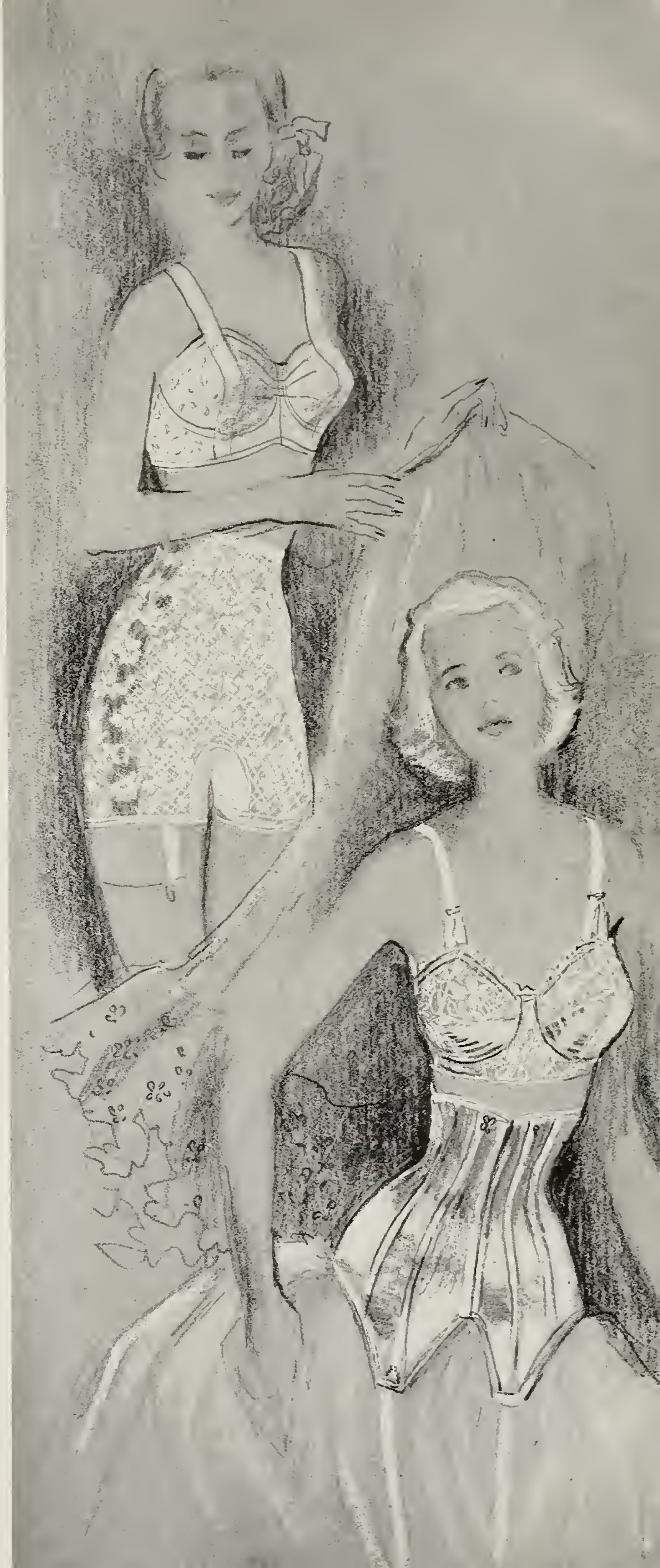
It's the Contour that Counts!


Florence Parso

In California, land of sunshine and mecca for sportswear designers, they make clothes that look right in the sun . . . free and flattering through days of play. These active clothes call for foundations that are pleasure perfect! To achieve the California contour, designers developed the California-type foundation to give gentle restraint, freedom and comfort.

California foundation designers are credited with many "firsts" . . . it was here that the pantie girdle was created, here that "uplift" with beauty-plus comfort was invented, here that light seaming, unrevealing, was innovated. Because kleig lights brought out many tell-tale lines, motion pictures inspired many of these new revelations in the brassiere and corset field.

Of course, you don't have to live in California to find comfortable contours that these active women enjoy. Whether you live in Pocatello or East Orange, or even in Australia, you can find a garment just for you. Whether you need a wispy lace bra and pantie girdle . . . or a stern all-in-tone . . . the contour you want and the contour you'll find is in a foundation with a California label.



This page above, bra by Cordelia of Hollywood. Lace pantie girdle by Damsel of Hollywood. *Below,* lace bra from Neo-Lea . . waist cincher, California Foundations. *Opposite page left,* bra by Renee of Hollywood; tissue weight pantie girdle by Olga. *Center,* satin and lace bra, plus power net pantie girdle, both by Helene of Hollywood. *Right,* eyelet nylon bra by Hollywood-Maxwell. Satin lastex brief for active wear from Hollywood Youth.

Blessed With Luck

A LOOK AT A. ATWATER KENT

by Ruth K. Rivkin

Jokes by Bob Hope, Red Skelton, Jack Benny, Eddie Cantor and many other radio comedians have made the name of A. Atwater Kent known throughout the world. References to his fabulous parties have done more to acquaint people with "Attie" than the A. Atwater Kent Radio Manufacturing Company, the A. Atwater Kent Manufacturing Works, the A. Atwater Kent Auditions, the A. Atwater Kent Foundation, the A. Atwater Kent Investment Company or the hundred and one other activities this felicitous, dapper cacique of seventy-four indulges in.

Not that all these radio comics have been there. "Most of them have," Kent admits, with a bright twinkle. "I do invite them all. They're such nice fellows. No, I don't think for a moment their comments on me are vicious. What they say makes people happy and, if I can be the cause, even indirectly, of making people happy, I am well repaid."

Making people happy is the reason, and the only reason for the parties. "I like people to enjoy themselves." And for people to enjoy themselves, he will throw a lavish affair for any reason whatsoever. Usually it's to honor someone in the musical field . . opera stars, renowned orchestra conductors, singing radio artists . . and, during the war, there were innumerable galas for service men and women.

When Kent came to California in 1940, he closed down and disposed of his houses in Philadelphia, Bar Harbor and Palm Beach. He told his associates that he wanted them to find him "a white elephant of a house with big rooms, spacious grounds, a place high on a hill, an estate that would lend itself to the kind of things I now wanted to do." Atop of one of the Bel-Air mountains, Alphonzo E. Bell, the previous owner and promoter of the Bel-Air development, had built, on twelve acres of ground, a rambling Mediterranean mansion. Kent stood on the windy peak, looked out across the hills of Hollywood, the slopes of Beverly Hills, the rolling terrain of Brentwood. Beyond was the Pacific. He didn't mind that the house was nondescript architecturally. The wide bay windows would let in the sun he loves so greatly. The huge rooms could encompass the guests he wanted around him. The capacious grounds, with their beautiful floriculture tended by six gardeners, the tall pines and waving palms, the planting beds, the rock gardens, tennis courts and immense swimming pool, would make a fine background for the way a man, a modest Inca, wanted to live and play.

"The reason I came to California can be summed up in one word: Climate," Kent offers. "I'd been all over. This suited me completely." And since it did . . and since the place now called Capo di Monte must be tried out . . he gave his first party immediately upon taking possession of "the white elephant." The albinistic *Elephas* had a new Mahout, an efficient, happy director of its destinies.

There followed receptions, costume balls, cocktail *conversaziones*, dinner gatherings, teas, breakfasts, musicales . . until the circus matinee in July, 1946. One hundred and eighty-eight children of movie stars and sub-deb stars in their own rights, attended. Tents dotted the landscape. Sideshows made up the midway. Clowns came out from under the sweet peas and from under rocks. It was a true gala in the true Kent style. That evening three hundred adults drove up the winding Bel-Air Road to laugh and shriek at what the kids had. "Attie" loved it . . loved it so much he repeated the same party for visiting members of the British Royal Air Force and later twice again for friends. Altogether more than sixteen hundred persons were the recipients of this supercolossal example of Kent's gracious hospitality.

What amazes these fortunate party-goers at Capo di Monte is the smoothness with which everything comes off. Everything seems so effortlessly done, the badge of the good host. This is no accident, however. It takes the kind of management only a top tycoon can give it. When a party is projected, Kent calls in Charles Henderson, former Public Relations Officer with the Signal Corps and now the Director of the A. Atwater Kent Foundation; Margaret "Maggie" Ettinger, one of Hollywood's best-liked press agents; her assistant, Paul Marsh, ex-G.I.; and Milroy, Kent's butler of seventeen years' standing. "Every party is planned," Kent asserts, "as a businessman plans a business venture. Every detail from food to parking is discussed. Then, after the party is over, we have another meeting to argue out how it went, so that the next time it will go even more satisfactorily. It takes careful planning and management. An efficient party should be run like an efficient business."

Yes, Kent loves parties. Do his guests reciprocate his largess? Of course. Kent often goes to other people's parties. "I love them," he says. "In fact, I even go to several in one evening."

Arthur Atwater Kent spent the first five years of his life in Burlington, Vermont, where his father, Dr. Prentiss Kent, practiced medicine . . without much enthusiasm. Dr. Kent's real pleasure was his workshop where "Attie" spent as much time as his mother would allow. Dr. Kent invented a self-operating spinning machine with the help of a man named Bancroft and, immediately it received the attention of the yardage manufacturers in Massachusetts, the good doctor happily gave up medicine and moved his workshop and his family to Worcester, Mass.

"Attie" went to school in Worcester . . the Worcester Polytechnic Academy . . but as soon as the bell rang, he was back puttering in his father's workshop. What fascinated the younger Kent was motors. This, of course, was before the day of the gasoline motor or even a motor supplied by electric current. It was even before the day of the packaged dry cell. One created electric current then by inserting plates into jars containing a bichromate of potassium solution. This fluid excites the zinc-carbon cell and creates an electromotive force of about two volts.

A "white elephant" on a hill in Bel-Air became the favorite rendezvous for society and Hollywood's great . . home of A. Atwater Kent

The summer he was seventeen, "Attie" attended the Natural History Camp for Boys . . one of the first . . near Worcester. Rowing across the lake ceased to appeal to the smallish lad. Why not let science do it for him? He rigged up a crude drive shaft, fashioned a flat-edged propeller from brass, attached the shaft to a motor and got his current from six jars sitting in the stern of the boat. This precocious contraption crossed the four-mile lake and brought the lazy genius back to the shore again. Thus, in 1891, A. Atwater Kent had unwittingly put together the first outboard motor!

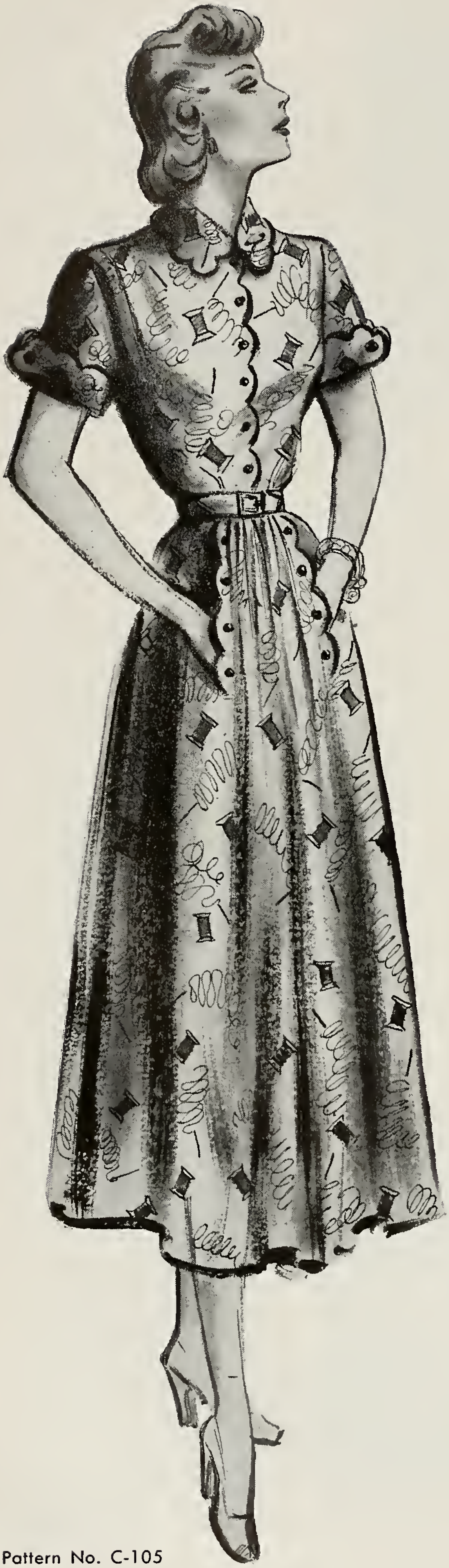
"No one was very excited about it," Kent recalls, fifty-seven years later. "The boys at the camp gave it very little of their curiosity or even time. Father did come to try it. Its difficulty, of course, was that the longer it was used, the faster the source of the current was diminished." Later that year, he exhibited his unsung contribution at the skating rink in Worcester. The local boathouse man lent him a flatbottom to demonstrate his rig. "People came and looked, but in those days they just didn't take an interest in those things."

The invention business perked up for young "Attie," however, when he worked out a game, run by a dry-cell motor, which spun a pointer around to numbers on a dial. Basically it was a roulette wheel, it seems, but Kent, with an early flair for showmanship, anointed it with the fancy sounding title of "Amperia." This he took to Loeser's Department Store in New York. His salesmanship was so convincing and his product so unusual, the management gave him a booth to demonstrate his gadget. He had made up fifty of these toys and put a price of two dollars on them. "Although it was Christmas, I didn't make much."

Another toy followed, this time an electrically spun top which changed colors. That didn't do well, either. But one thing these two rather unsuccessful projects taught him: He had a knack for making tiny dry-cell motors. "I learned from watching my father, actually. He made large motors; I tried to make them smaller, simpler, cheaper."

The firm of Kendrick & Davis of Lebanon, N. H., heard about A. A. Kent. One department in their appliance factory was weak. In spite of his youth, the owners handed over the section to "Attie." Now he was in his first real commercial plant and he saw how good merchandisers presented their wares. "Kendrick said he never had made money out of my department until I was there. But I benefited there, too. I learned about dressing up a product. He did me a good stead." Kent didn't care for Lebanon, however. Though he rode horseback, went shooting and skating . . "nobody skied in those days" . . and bicycled over to Woodstock, Vt., in the summer, ennui drove him out. "It was too dead for a man full of vim and vigor," the bright little man with the cheerful face remembers. "It didn't go with me."

A Boston firm gave Kent the (*Continued on page* 55)



Pattern No. C-105

PATTERNED FOR YOU

ELOIS JENSSEN . .

HOLLYWOOD'S YOUNGEST STUDIO DESIGNER

What could be more exciting than to wear clothes created especially for you by a famous studio designer? This month Elois Jenssen has fashioned two dresses for you who read The Californian Magazine. The attractive Miss Jenssen designs personally for Hedy LaMarr, and recently completed all the costumes the brunette star wears in "Let's Live a Little," an Eagle-Lion Production. Period costumes worn in "So This Is New York," an Enterprise Production of the 1920 era starring Henry Morgan, also are the creation of Elois.

Though she is Hollywood's youngest designer, she is much in demand, because her costumes ring of the spirit of California. She creates for the stars and even may start a business of her own some day.

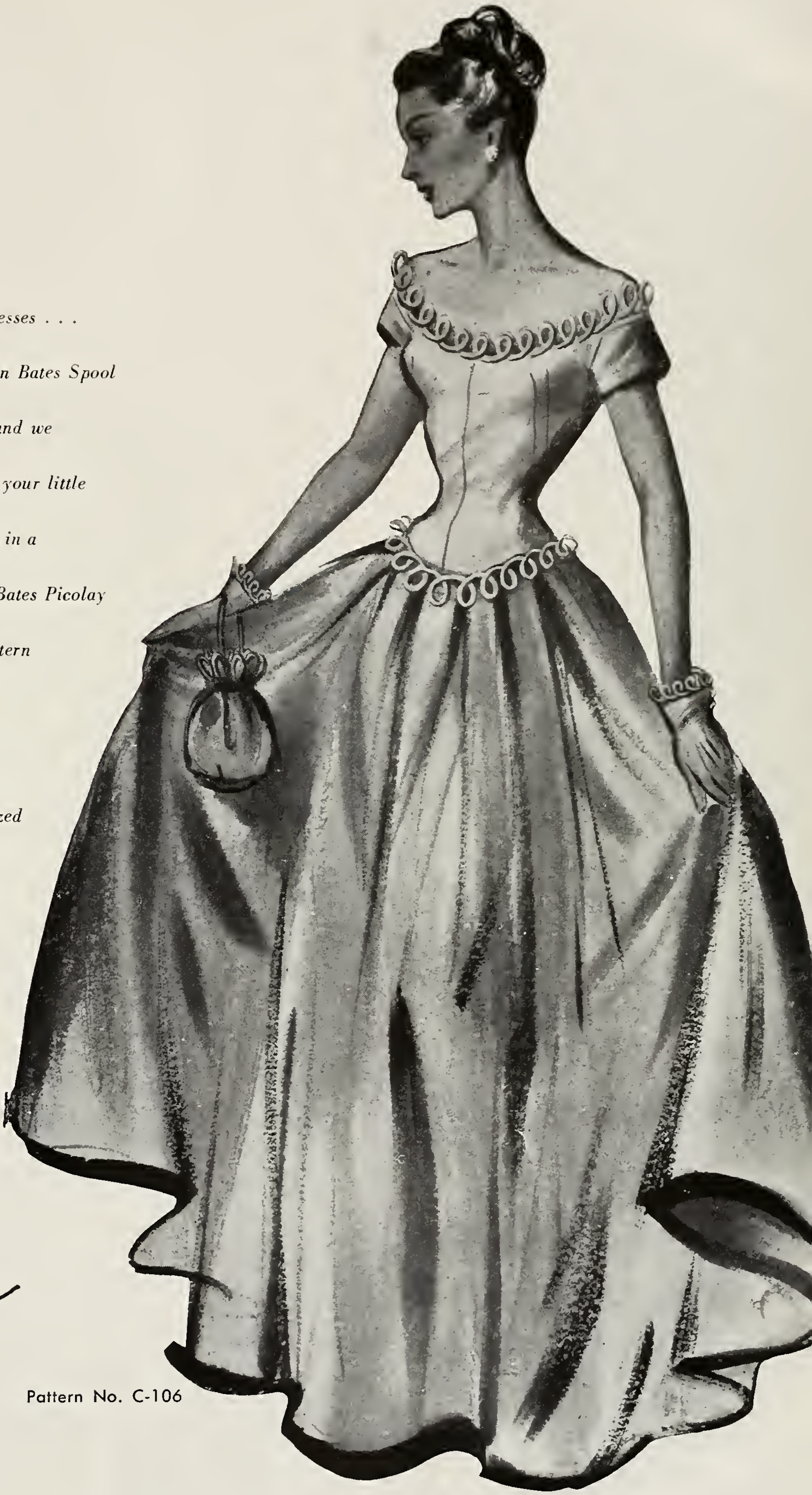
Miss Jenssen feels that in order to win others' admiration your clothes must be selected for beauty, simplicity and what they can do for you. "When a person becomes too conscious of what you are wearing, she is apt to lose sight of your personality," she says. "True beauty is synonymous with simplicity."

For the dreamy month of May . . . feminine clothes just right to take on your vacation or for the summer days ahead. A gay young dress for afternoon and a romantic dancing dress to wear at the ball or for any other really gala occasion . . . both are best when executed in cotton . . . summer's own fabric.

Miss Elois Jenssen designs for you.

Elois Jenssen presents two cotton dresses . . . opposite page, scalloped femininity in Bates Spool print. Modes Royale pattern C-105, and we suggest you cut a diminutive size for your little daughter as the Spool print is created in a smaller pattern, too. This page, try Bates Picolay for dancing dress. Modes Royale pattern C-106. Fabric comes in white and pastels . . 36" wide, $1.19 per yard. Just ask for Modes Royale customized patterns by number, sizes 12 to 20.

You may write directly to The Californian Magazine, 1020 South Main Street, Los Angeles 15, California, enclosing $2 for each pattern desired. Please indicate size.



Elois Jenssen '48

Pattern No. C-106

Plan Your Party Well

THE CALIFORNIA HOSTESS ENTERTAINS CASUALLY . . . BUT PERFECT IN DETAIL

by Lucile Martens

What kind of hostess are you? Do you welcome your friends with a happy, carefree smile, secure in the knowledge that all is well behind the scenes, that preparations are perfect and complete, and that you will be free to visit with your guests and have fun at your own party? Or does your half-hearted greeting reveal the worry and indecision that has haunted you before their arrival?

Anyone can give a party, but the true art of gracious entertaining is one of the finest talents to which a hostess may aspire. Today's hospitality is fundamentally deeper than the rights and wrongs of table setting and service or even the food and drink which is presented. It must stem from the honest, straightforward pleasure, spontaneity, and friendliness of the hostess herself.

The modern bride does not require damask linen, bone china, sterling silver nor Swedish crystal to entertain beautifully. But she does need basically good taste, a well-rounded personality, a sense of color and balance and a flair for the dramatic. With these qualities she may entertain as graciously in her apartment as in a mansion; her garden or dinette may be used as appropriately as the drawing rooms of the past.

It is only natural that the West is leading the new trend toward casual living. The California hostess is governed not by the bible of etiquette alone, but by the freedom, grace and beauty with which she brings friends into her home. Without undue sacrifice of form, Mrs. California is abandoning the stilted elegance of the formal dinner as she long since abandoned horse and buggy, the plush sofa, and the mustache cup.

As worn-out conventions crumble and rules become less numerous, basic principles become correspondingly more vital. Rule I in entertaining is not difficult. Entertain to suit your quarters, your circumstances, and your budget. Entertain in a style that fits your personality. To be at ease with your guests you must be at ease with yourself. Imagine the outdoor girl attempting the traditional afternoon tea; or fancy the essentially feminine lovely entertaining in style befitting the streamlined sophisticate.

The successful hostess plans her party as an artist about to paint a picture; the table accessories which she selects are the tools with which she will work. The sleek sophisticate may reveal her personality through daringly modern designs, interesting and unusual-textured cloths, exotic colors, streamlined menu. The gentle, wholly feminine hostess may find an outlet for her personality by clinging to the traditional . . using fine old lace, delicately tinted damask and discreetly patterned china, giving way to her flair for the ornate in the accompanying glassware and silver.

In entertaining, as in other arts and skills, practice makes perfect. The potential hostess anxious to perfect her technique cannot afford to be bogged down by inadequacies. If she has four walls, a roof, and the will to be hospitable she may become a shining light of graciousness. Perhaps it will be a tiny fireside supper; perhaps the "icebox raiders" buffet is all that can be managed. But if it is well done it may be one of the most lovely of parties, and one to which guests will eagerly await their turn for invitations.

Even the experienced hostess may not have a complete wardrobe for her fireside table; but by starting with the loveliest of her possessions, evaluating their charm, weighing their colors, and balancing their design she may gradually supplement the best of what she has with additional accessories to make the tiny setting perfect and complete.

Suppose her china is gaily spattered with colorful pattern, then her problem will be to select a table covering to form a harmonious background in color, weight and texture. Perhaps she will be fortunate enough to find a cloth in rayon damask that is the perfect shade for her table, or one of the informal cloths of butcher's linen that make their appearance now and then. We have recently seen some lovely organdies in suitable sizes and designs. But failing to find just the right thing at the store, the ingenious hostess may select her fabric and fashion a cloth that will not only perfectly fit her table, but form a rich back-drop for the picture of hospitality she is about to paint.

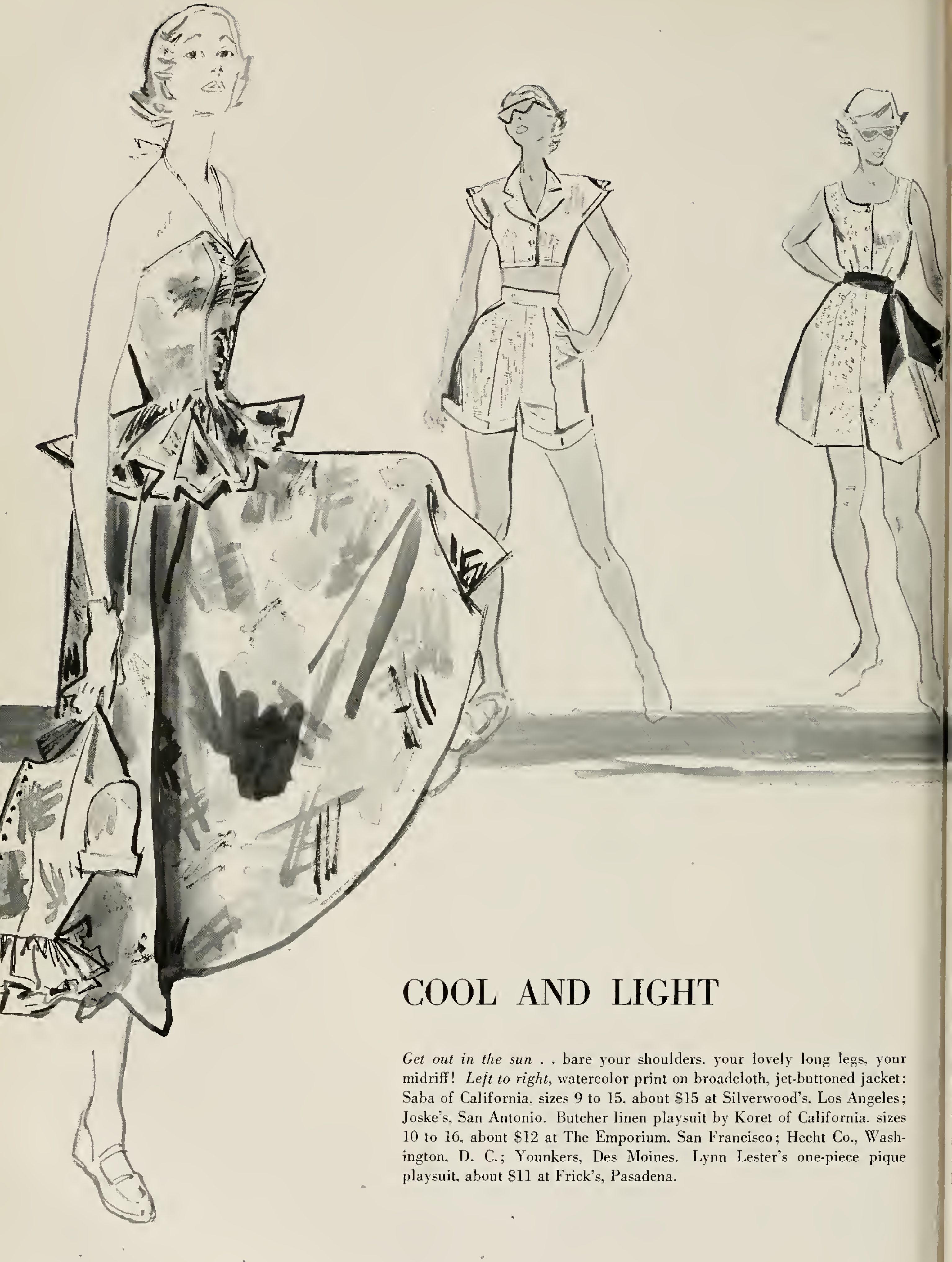
It is wise for the beginner to key her color scheme to the pattern of her dishes. If her dinnerware is in plain pottery colors, she may be more liberal with the pattern in her cloth, and use its hues in her setting. The simple straightforward rule is this: avoid placing pattern over pattern; limit yourself to two (or at most, three) basic colors in your color scheme.

Here are a few formulas for lovely tables:

1. Patterned dinnerware in tones of yellow, rust, green and blue on a creamy background; select a pale yellow cloth, amber glassware; centered with copper bowl filled with rust and yellow flowers; yellow candles in copper candle-holders.
2. Or, the same dishes on cloth of palest green, centered with deep green bowl of yellow jonquils, blue cornflowers and trailing ivy.
3. Dishes designed in blue on cloth of azure damask with bowl of lilacs, violets or purple pansies in center.
4. The rose dinnerware patterns are effective on cloth of palest rose with dark green crystal, low bowl filled with full-blown roses and dark green foliage; or straw basket of rose-hued ranunculus, and white daisies.

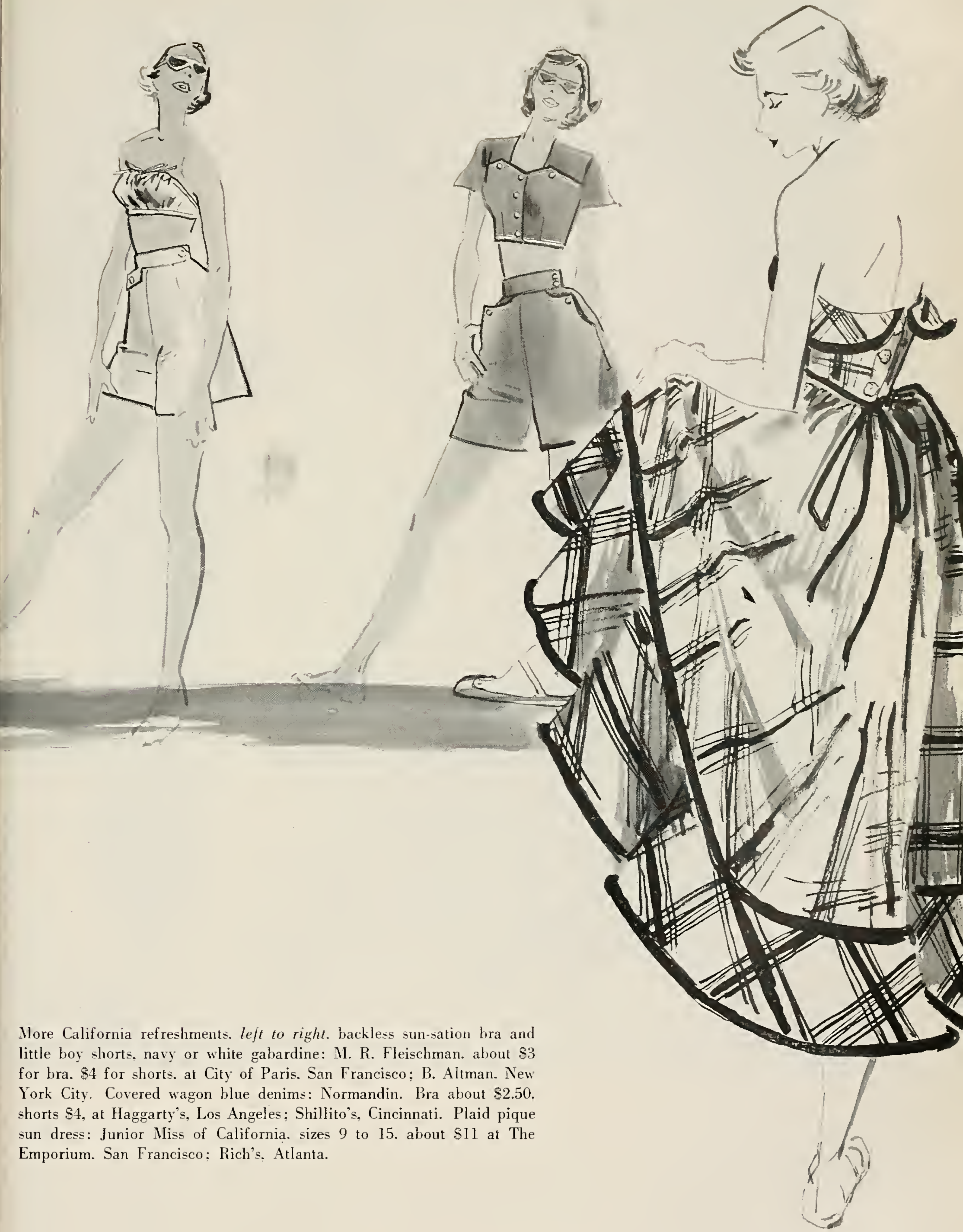
What to serve? Select foods that can be served easily, without unnecessary trips to the kitchen. Decide upon a menu that may be prepared in advance. If the table is small, serve plates in the kitchen and have them in place when the guests are seated. This method is especially effective when the first course is hors d'oeuvre served informally before dinner is announced.

◄ *Kay Saks suggests a three-suit wardrobe . . . casual wrap skirt with cummerbund, a matador's brief bolero; dramatic shawl collar and whirling skirt for town wear; classic with smooth lines, easy skirt . . . good vacationers all, in summerweight Palmaire. Sizes 10 to 18, about $45 at J. W. Robinson, Los Angeles; City of Paris, S. F.*

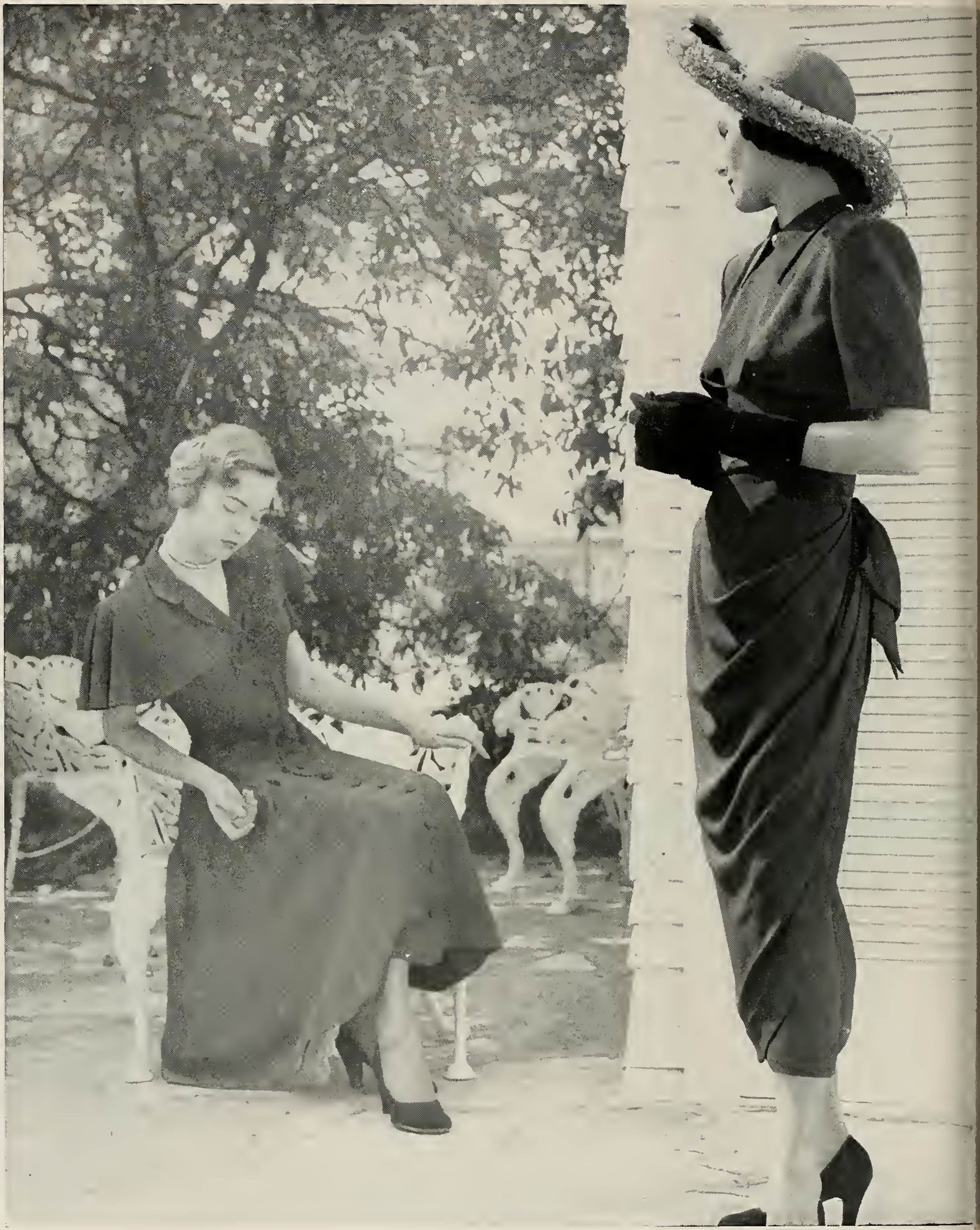


COOL AND LIGHT

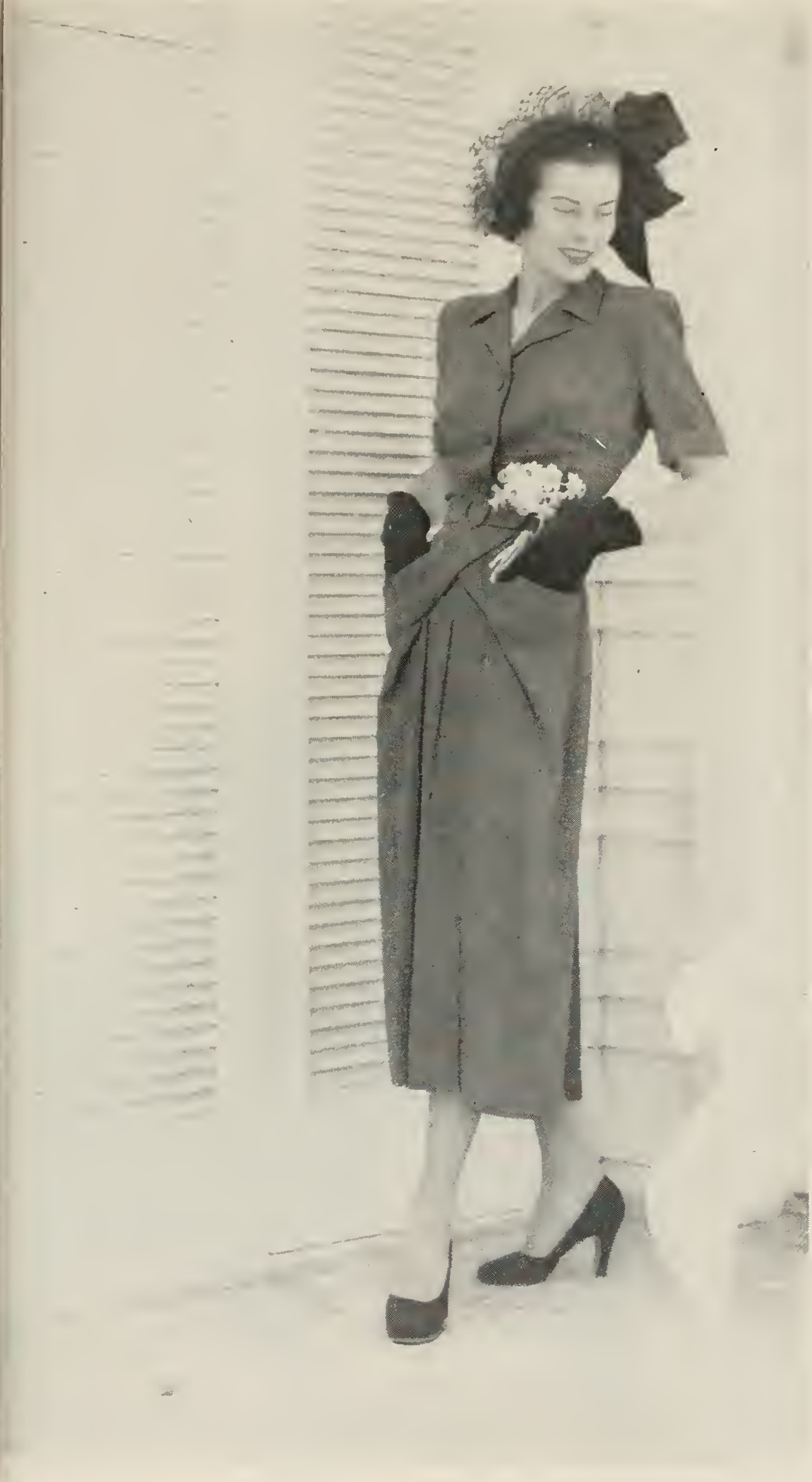
Get out in the sun . . bare your shoulders. your lovely long legs, your midriff! *Left to right,* watercolor print on broadcloth, jet-buttoned jacket: Saba of California. sizes 9 to 15. about $15 at Silverwood's. Los Angeles; Joske's, San Antonio. Butcher linen playsuit by Koret of California. sizes 10 to 16. about $12 at The Emporium. San Francisco; Hecht Co., Washington. D. C.; Younkers, Des Moines. Lynn Lester's one-piece pique playsuit. about $11 at Frick's, Pasadena.



More California refreshments. *left to right.* backless sun-sation bra and little boy shorts, navy or white gabardine: M. R. Fleischman. about $3 for bra. $4 for shorts. at City of Paris. San Francisco; B. Altman. New York City. Covered wagon blue denims: Normandin. Bra about $2.50. shorts $4, at Haggarty's, Los Angeles; Shillito's, Cincinnati. Plaid pique sun dress: Junior Miss of California. sizes 9 to 15. about $11 at The Emporium. San Francisco; Rich's, Atlanta.



Take a hint from nature, choose cool romantic tones of shadow and of night for your summer basics. Marbert gives you a demure cape dress, a suave draped simplicity with taffeta bow . . . black, navy or cocoa Mallinson sheer crepe.



CHRISTA

COOL AND DARK

Marbert's shirtwaist adaptation with folded pockets completes this fashion trilogy: Change their mood with jewels, hat or flower nosegay! Sizes 10 to 20, at Carson's, Chicago; Younkers, Des Moines; Hecht Co., Washington, D. C.

CALIFORNIA COOKS

by Helen Evans Brown

The Mayans called it "On", the Incas, "Palta", the Aztecs, "Ahuacatl". More recent names were "Midshipman's Butter," "Custard Apple," "Butter Pear." Then, for many years it was known as an "Alligator Pear" . . still is in the West Indies. In Mexico it is an "Aguacate," but in California and the rest of the country it is an "avocado" or, more and more frequently, a "Calavo".

We in California are pretty smug about our avocados . . and no wonder. We're pleased with our ways of serving them, too; ways that were given us by the Mexicans who had inherited them from their ancient Aztec ancestors. Cortez found not only gold in Mexico, he learned of the "ahuacatl", and approved. Other early explorers discovered these "pears which are unlike pears", and made no bones about taking the plants with them on their travels. They knew a good thing when they tasted it.

The Franciscan Fathers, of course, have been given credit for bringing the avocado to California, but it wasn't until the beginning of this century that they became generally known, and grown. Avocados have come out of the luxury class, and about time, too. Today it's one of our best sources of low cost nutrition and that's no kidding. I'm not kidding either when I say that they can be served at any course, for any meal, though I'll admit that an avocado on the half shell, served either as a first course or as a salad or . . in the Californian manner . . as a first-course salad, is an avocado at its best. Just as the true epicure shudders at drowning the delicacy of an oyster with ardent condiments, so many avocado connoisseurs will choose the avocado, in all the perfection of its rich alluring flavor, without benefit of spicy sauces. A drizzle of lemon or lime juice and a sprinkle of salt will probably best suit his palate, though he won't stick up his fastidious nose at a tarter-than-usual French dressing. The avocado, to be eaten this way, must be carefully selected. It must be fully ripe, so that its exquisite flavor will be completely developed, so that its flesh will be buttery soft, smooth, and firm. The best way to insure this perfect state is to buy it while it is still hard, so that prying fingers and heavy thumbs have been unable to mar it. Keep it at room temperature until you're ready to use it. If it gets the jump on you and ripens too soon, a sojourn in the refrigerator will retard further softening. But I'd better get busy and prove that an avocado is right for any course, any meal, and . . because there is always at least one variety in season . . any time of year.

Take breakfast: Scrambled eggs, with a few cubes of avocado folded in just before serving, are alluring. Or a slice or two of ripe avocado resting on a leaf of lettuce and embellishing a plate of grilled sausage and fried hominy. (This serving of a token salad is another Californian custom that is worth emulating.) For a breakfast dish that would be equally at home on your lunch or supper table I give you this new, exciting, and palatable

THE AVOCADO   RIPE AT ANY SEASON

Omelette Cahuenga

Peel two large ripe, but firm, tomatoes and a large avocado. (Always halve an avocado before peeling it . . it's easier.) Dice both the avocado and the tomato. but discard the seeds and juice of the tomato. Heat a cup and a half of sour cream, season it with a teaspoon of salt and a half teaspoon of dill seeds, and add the cubed tomatoes. Heat one minute, add the avocado cubes and mix gently. Pour half of this mixture over a six-egg omelette (French style), then fold the omelette and put it on a hot platter, surrounding it with the remaining mixture. Serve crisp bacon with this if you wish, and corn muffins. The breakfast could begin with strawberries dressed with orange juice and end with coffee and plump California prunes and dried apricots.

On to lunch: Here is a dish that is as surprising as it is good. It's a steal . . well, an adaptation . . of a Mexican dish called "Gorditas Azteca". It was called to my attention by a friend who had had it served to him in Mexico City, but as he is more gourmet than cook he was a little vague about how the dish was prepared. He remembered it as a sort of potato patty, filled with avocado and shredded pork, and served before the roast. I've taken liberties with it . . probably so many that it wouldn't be recognized in its native land. Anyway, this is what came out of my kitchen:

Aztec Tarts

Mix two cups of hot riced potatoes with two eggs and salt and pepper to taste. Allow to cool, then form into cups about the size of a half cup measure. This is most easily done by using the handiest of kitchen gadgets . . your hands. Now brush the little potato nests with beaten egg and then dust thickly with corn meal or cracker crumbs. Allow to set for an hour or so, then fry in deep fat at 400 degrees until a gorgeous brown. (If all this sounds too bothersome, skip it and use pastry shells instead.) Fill the hot shells with cold guacamole (see below) topped with a couple of curls of hot crisp bacon. (Bacon and avocado love each other dearly and may be paired in numerous enchanting ways.) I think I'd like this dish served at lunch time with a salad of crisp leaf lettuce and fat slices of scarlet tomato. For dessert I'd choose a caramel custard and some dainty almond wafers.

Guacamole is no longer news but just in case you've missed saving the recipe here is a quick repeat:

Guacamole

Mash a large ripe avocado and season it with a tablespoon of grated onion, a soupcon of garlic if you wish, a goodly pinch of chili powder . . say a quarter of a teaspoon . . and either a tablespoon of mayonnaise or a teaspoon of lemon juice. And salt . . lots of salt. Start with a half teaspoon of it, then taste and add more until it suits your palate. A chopped tomato may be added to the guacamole, or some chopped green chili peppers, or bacon, crisp and crumbled. Serve with tortillas that have been cut in pie-shaped wedges and fried in deep fat. (If you don't live in tortilla country you may now purchase canned tortillas in most good grocery stores.) Or, on a hot night, try this: Have your largest and deepest tray piled high with chipped ice, bury a bowl up to its rim in the ice, and fill it with the guacamole. Surround the bowl with red-ripe cherry tomatoes . . peeled but with the stems left on . . long strips of crisp green peppers, radishes, green onions, celery curls, ripe olives. Pass the tortillas to dunk in the guacamole along with the vegetables.

IGHT AT ANY MEAL . . ANY COURSE

Here's another hors d'oeuvre that will have everyone guessing:

Avocado Sticks

Cut firm but ripe avocados into sticks about 2x½x½ inches. Dip them into mayonnaise that has been zipped up with extra salt, a speck of cayenne, a squeeze of lemon juice and some garlic. The garlic flavor is introduced by allowing a squashed clove of garlic to stand in the mayonnaise for two or three hours. (If I must be exact use one small clove of garlic to each cup of mayonnaise, a half teaspoon of salt, an eighth teaspoon of the cayenne and one tablespoon of the lemon juice.) Now roll the dipped avocado in chopped salted almonds, then in beaten egg, and finally in cracker crumbs. Allow to stand for two or three hours, then, just before serving, fry in deep fat at 390 degrees until brown.

And if you think I am ignoring many popular ways of serving avocados, you're right. Why tell an old story? But here are a few tricks you may not know:

Do you know that tiny dice of avocado folded into a jellied madrilene is one of the best of summer soups?

Do you know that a hot bouillon, lightly spiked with sherry, is a worthy rival for the exalted green turtle soup?

Do you know that an avocado soup, made by adding, at the last minute, a cup of sieved avocado to three cups of cream of chicken soup, should be seasoned with a half teaspoon of ground coriander?

Do you know that cubed avocados added to creamed mushrooms just before serving make a satisfying and delectable entree or a sophisticated accompaniment to baked ham?

Do you know that one of the simplest, yet smartest, ways to serve an avocado is on the half shell with a wedge of lime and a cruet of light rum to be used at the discretion of the diners?

Do you know that if you cover the cut edge of an avocado with butter or paint it with lemon juice it won't turn black?

Do you know that one sandwich that is really a rival of the always popular club sandwich is a sandwich of sliced avocado, crisp bacon, lettuce and mayonnaise on toast?

Do you know another out-of-the-ordinary first course? It's a cocktail made with equal parts of fresh mushroom caps, sautéd, then chilled, and balls of ripe avocado made as nearly as possible the same size as the mushrooms (this for appearance sake) and dressed with a sauce made with two parts of olive or avocado oil, one part each of white wine and white wine vinegar, salt, pepper and a little ground cardamum.

So you did know some of those things . . but you didn't know them all . . because I just made up some! Relax . . I tested them, ate them, enjoyed them, which is more than I can say for a couple of other ideas I'm not talking about!

MEET MASTER JIMMY

VERSATILE STAR WHO MAY LIVE 100 YEARS

By Marion Simms

A CHILDHOOD KNACK of making friends with animals on his father's Nebraska wheat farm, oddly enough, became the foundation for Henry C. (Curly) Twiford's well-paying film job.

Curly today is one of the most successful teachers of animals and birds in Hollywood. Every month his big family consumes $700 worth of groceries . . and they're all pets. On a San Fernando Valley acre he works with mountain lions, mocking birds, dogs, cats, puppies and kittens, bears, love birds, golden eagles, falcons, ravens, black and red squirrels, raccoons, skunks, foxes, chickens, a sparrow hawk, a parrot, magpies and desert turtles. He even trains cockroaches, although he doesn't think much of them; they are huge eaters and are required only occasionally for pictures.

Most in demand is Jimmy, the raven, who earns $250 a week, gets quantities of fan mail, and has his own stand-in. Jimmy has an impressive list of talents. He can peck out his name on the typewriter, open books and boxes, hold a pencil in his beak and write a few letter scrawls, turn a key in a lock, deal cards, light fires, comb a person's hair, light cigarets, hold up a mirror for a lady to powder her nose, and even gently pat her face with a puff.

"In an emergency, I can teach Jimmy a new trick in a few minutes," says Curly. He prefers, though, a little longer to perfect his actors in their business.

Twiford found the raven a dozen years ago while on a trip to Death Valley. Jimmy, as Curly soon called the little bird, was given a soft nest in his furnished room in Hollywood. Evenings, when his work as a garage mechanic was over, he would talk to the raven and train him in a few simple tricks as he grew older.

"One winter Jimmy became ill and I started feeding him medicine from a teaspoon," Curly related. "Gradually he became better, and one night he astonished me by picking up the spoon and carrying it over to me at medicine-time."

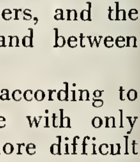
It occurred to Twiford then that Jimmy might be able to pick up a little money in the movies. The depression of the '30's had hit his own trade, and he longed to earn his living working with birds and animals.

Jimmy, who has a life expectancy of 100 years or more, was a natural actor from the beginning, and has been seen in dozens of films since he first appeared in *You Can't Take It With You.* He has enlivened scenes in *Bulldog Drummond* pictures, *Spawn of the North, Queen of the Amazon, Wizard of Oz, Avalanche* and *Enchanted Valley* which starred Jimmy for the first time. His mind works with lightning speed and he never forgets any of his accomplishments. He understands spoken words and responds immediately.

Master Jimmy and Alan Curtis are stars of "The Enchanted Val

For the film *Forever Amber,* Curley trained a mockingbird to perform in a casement window scene with Linda Darnell. When chipmunks were needed to appear with Elizabeth Taylor in *The Courage of Lassie,* Curly caught and trained three. Little Miss Taylor kept one as a pet after the picture was finished and wrote a book about the chipmunk.

Snoopy, the squirrel, is another Twiford animal who brings in plenty of pay checks. He learns quickly and gets $15 a day, besides the $10 daily for the trainer. When there is a need for seagulls, Curly traps them for each picture. The birds are protected by game laws, which permit only their temporary use for "educational purposes."



Since the war producers are including birds and animals wherever possible in films. Children and adults always have been delighted in their antics, and now ex-servicemen practically demand them in entertainment after long war years without pets.

Curly brought his brother out from Nebraska and set him up in the same business in Hollywood. It is a field that has never been overcrowded. For one thing, it is a big gamble. Insurance companies will not write policies for these talented performers, and the overhead is high during training periods and between pictures.

"The business gets tougher all the time," according to Curly. "Animals have shown such aptitude with only short training that writers are thinking up more difficult things all the time. And some directors who rehearse stars over and over expect birds and animals to be perfect in the first take."

One of Curly's lion performers is a household pet who likes to ride in style on the back seat of the family automobile. Once, when Curly pulled up for a traffic light alongside a woman driver, the lion reached out and gave the woman a playful slap on the arm. Thinking it a masher, the woman turned with a rebuke and looked into the pleased lion's face. She shrieked.

After that, Curly Twiford decided to add etiquette to his teachings. Even a lion should learn how to treat a lady.

BLESSED WITH LUCK

(*Continued from page* 43) Philadelphia territory. Now, for the second time, he was a salesman. He was out of the shops. "But I didn't care to sell. I wanted to invent, to manufacture my own products, with my own name on them. I think I was conceited." He quit the Boston firm, but his feet were planted firmly in Philadelphia soil. He rented himself a small room which he used as a workshop and the first thing that came out of that habitat was an inter-house phone. It flopped.

Then he saw a small meter, used to test dry cells, which was manufactured in Paris and retailed in the U.S. for six dollars. He studied it carefully, decided he could make a better one that would sell for a dollar! The Kent meter finished, he took it to A. B. Latham and J. H. Bunell, a selling organization of things electrical, in New York. They were bowled over with his idea to undercut the French article so violently, told him he was selling it too cheaply, said they would get him six dollars for it because his meter was so much superior to the imported one. "I violated all the rules of engineering, but it worked!"

Real profits followed and what resulted immediately thereafter was a small factory in a loft on an upper floor of a five-story building. He got to work early, swept out his plant and, because the floor cracks were so wide, all the debris went to the tenant below. "I guess my neighbor never knew where it came from . . I did it so early in the morning." The evenings were taken up with his growing accountancy problems, although his bookkeeping system was the simplest kind of simple. "I wrote down what goods were shipped to whom and who owed money. As for the material I bought, I always paid on delivery. I wasn't going to owe anything to anyone. Early in life I decided that I couldn't give my whole attention to inventing if any part of my attention was taken with worries about owing money." In almost fifty years of business, A. Atwater Kent never had an unpaid bill!

From meters to ignition was a short step and soon the A. Atwater Kent Manufacturing Works was supplying that very important stimulant to the new gas buggies: Maxwell, Hupmobile, Rambler, Graham-Paige.

A few short years after World War I a new and fascinating gadget come to the attention of the inventing Kent. Although he was ready to retire at the age of forty-eight . . "I had a comfortable amount of money in the banks" . . a new thing called radio held out an irresistible lure for him. RCA was just starting and mass production of chassis was years in the offing. The early crystal sets fascinated Kent. "I was always interested in mechanical music, but I never wanted to make phonographs." At the time he had a technician named Ashworth working with him. They'd go home and listen to the A & P Gypsies from KDKA in Pittsburgh. Soon Kent and Ashworth collected some tubes, condensers, dials, etc., and put together a radio receiver with plenty of knobs sitting on an instrument panel, a truly dressed-up product, just as Kendrick of the old Lebanon days had taught him. "People like gadgets . . lots of instruments on the dash board!"

Switching from automotive accessories to radio wasn't as hard as it might appear, according to Kent. "I had my distributors all over the country . . seventy-nine of them. The sales department in the factory was all set up. Even though I was ready to retire, you simply can't stop when it's handed to you on a platter." The A. Atwater Kent name on a radio proved an instantaneous success. "Radio is the easiest business I know of in which to make money," Kent admits.

Since music on the air was the most symbolic of what he felt radio should provide for its listeners, Kent determined to advertise his own product with the best "good music delivered by the finest performers money could buy." To his surprise, top artists refused to associate themselves with broadcasting lest

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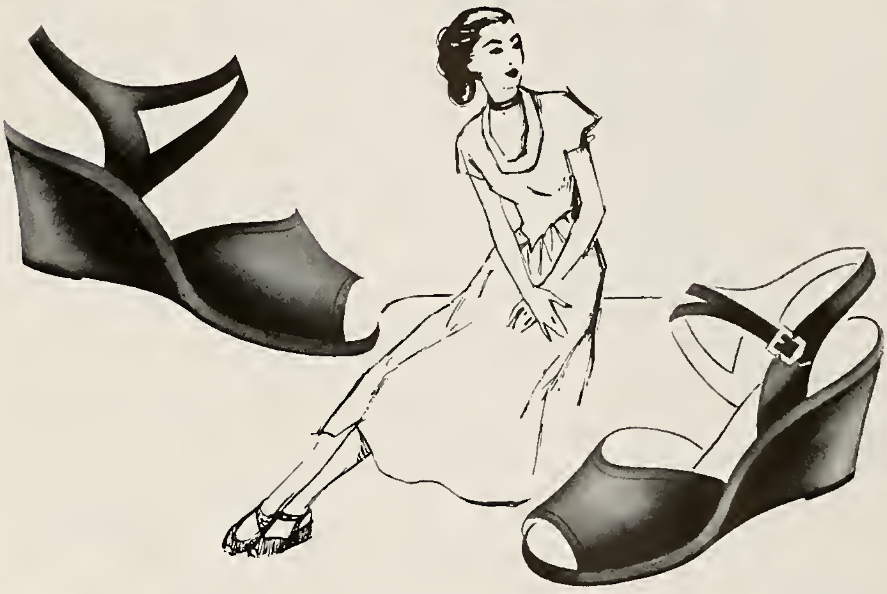

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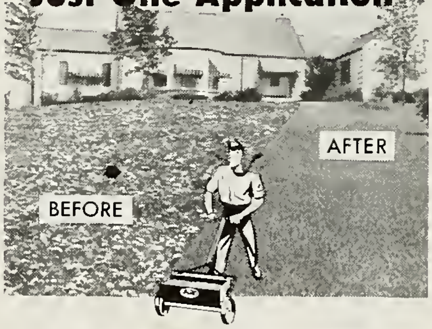

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they lose their standing by coming in contact with inferior talents.

Rebuffed, Kent went on the air with the closest thing he could get to what he wanted: The A. Atwater Kent Quartet emanating from KEAF in New York, with Graham McNamee, another name in early radio, as the announcer. That lasted for six years. During this time Kent worked out with the Metropolitan Opera Association a contract whereby thirty of its most important operatic artists would broadcast exclusively for him.

Kent's fascination with and love for music probably can be attributed to his early home life. "When I was a small boy," he reminisces, "my mother sang a little and my father accompanied her by playing the flute. Personally, I didn't seem to have any talent for either the piano or violin, but I did," and he chuckles happily when he thinks of it, "play the bass drum, purely by accident. When I was at the Natural History Camp, back in 1891, the bass drummer in the camp orchestra got sick and, at a moment's notice, I took his place. I did all right, but that's about the only musical talent I ever showed."

In order that radio might not be completely dependent on already established stars, Kent inaugurated the A. Atwater Kent Auditions for young and yet unknown singers so that the air waves could have performing artists of its own. Many of today's stars came from these auditions, among them Donald Novis, Agnes Davis and Wilbur Evans. "I adore anyone who has a voice," Kent says.

The auditions are administered by the A. Atwater Kent Foundation which was established in 1919 from some of the extra millions the inventor always seemed to have lying around. Henderson directs the Foundation in association with Kent and George Nolte. Kent's financial man in New York, and Martin Jacobson, Henderson's assistant. Although the auditions were suspended during the war years, they have been resumed again, but only in California. These yearly contests are open to young men and women who have been heretofore unknown singers, but whose talents are deserving of public recognition. There are five cash prizes for the winners of each sex, totaling fifteen thousand dollars. No one is barred from the trials because of race, creed or color.

The judges are persons prominent in the fields of music, entertainment and education. It is the opinion of many of them that Kent's contests have contributed mightily to the encouragement of music appreciation throughout the nation. The seven final judges for last year's prize-winners were: Lauritz Melchior, Nelson Eddy, Helen Traubel, John Charles Thomas, Jeanette MacDonald, Werner Janssen and Rouben Mamoulian.

The Foundation, which has its offices in a wing on the second floor of Capo di Monte, does not, however, confine itself to this one endeavor. Thousands of applications for philanthropic aid are brought to Director Henderson's desk and even personal requests are received daily. These are screened, investigated and, if worthy, given assistance. "When we like something, we subscribe," Kent says.

Since the war, Kent's Foundation has done yeoman work at the Birmingham Veterans' Hospital, especially for paraplegics. Shops, bedside work kits, tools, etc., have been contributed to these slowly rehabilitating men with great generosity. To encourage young scientists and inventors, Kent's Foundation presents a prize to the most promising student in electrical engineering at Worcester Polytechnic and the Universities of Pennsylvania and Vermont. The Foundation also has restored the Betsy Ross House in Philadelphia and, when the Mayor of that city appealed to him, Kent alone restored the building which originally housed the Franklin Institute. This became the Museum of the City of Philadelphia, presenting the story of the village up until 1800 when it ceased to be the capital of the United States. In 1914 the Franklin Institute had awarded Kent the John Scott Medal for his manufacture of the Unisparker.

BLESSED WITH LUCK

by Ruth K. Rivkin

On the third floor of Capo di Monte Kent shows another facet of his personality . . his art collection. About thirty canvasses hang, mainly Eighteenth Century English and French art. These have been acquired over the years and apparently with no great emotion. Kent devotes little thought or worry to his Old Masters. He has "Thomas Chatterton," by Gainsborough; "Street Entertainers," by Hogarth; "Kitty Fisher," by Cates; a few portraits by Peter Lely, other pictures by Rubens, Daumier, Hoppner, Thomas Sully, Joseph Vernet, Joshua Reynolds and Nicholas Poussin. He has never become interested in modern art. Kent says it's too crazy and he can't understand it. "I like cheerful pictures like Tamara Lampica paints." Several Lampicas hang in the sun room and the half-circular bar. In his living room, he has a portrait of himself done by a Palm Beach society artist, Van Hausen; and an earlier one of himself by the same Van Hausen hangs on the staircase. In his dining room is a Karen Von Leyden, the only actual modern painter in the whole group. In the late twenties Kent commissioned Douglas Chandor, a British painter who was the first portraitist to be assigned by his government to put the Prince of Wales (now Duke of Windsor) on canvas, to create oil likenesses of himself and his entire family. Although Chandor has since done Messrs. Stalin, Churchill and Franklin Roosevelt at the behest of the late President, and although within the last year Bernard Baruch paid twenty-five thousand dollars for the portrait of Winston Churchill, none of the Chandors he ordered are visible at Capo di Monte.

In his thirties, Kent met Mabel Lucas of Philadelphia at a university dance. They were married soon after, but have been divorced for a number of years. They have three children. A daughter, Mrs. William Van Alen, of Newport, R. I., and Philadelphia where her husband heads his own architectural firm, is the mother of three children. Another daughter, Mrs. Kent Catherwood, lives in New York with her son. A son, A. Atwater Kent Jr., head of the A. Atwater Kent Investment Company in Wilmington, Del., is the father of two children. An adopted son, Prentiss Kent, is the fashion editor of Mademoiselle, a national magazine. All have visited with Kent at Capo di Monte.

This is the tenth year of Kent's retirement from business. The depression hadn't bothered him . . "I had plenty of money" . . but high personal income taxes and huge corporation taxes, plus personnel difficulties with labor . . "they were telling me how to run my shop" . . made him tired of it all. Unlike most men who take the opportunity to capitalize on a successful household name to make still another huge fortune, he refused to sell the firm of A. Atwater Kent as such for the continuing manufacture of radios. "I didn't want anyone to use my name," he says, with great pride in what he had built. Just as he had never had an unpaid bill, or borrowed a cent of cash from anyone, so had he no Corporation, Board of Directors, or outstanding stock to worry about. His company was his own, lock, stock and radios. So he simply sold the plant facilities. The War Department bought one of the manufacturies for the Signal Corps; the other was sold to General Motors for one of its subsidiaries, the Bendix Corporation. The cash received for these transactions is a matter of secrecy known only to Kent and the Treasury Department Division of Internal Revenue.

"My sadness at stopping work has been overcome by the pleasure I have experienced from my leisure activities," Kent says today, sitting in his sun room while music comes from one of several phonographs placed there and in the bar. Although he says he has stopped work, Kent is experimenting with an inexpensive electric phonograph.

He is a happy man today . . a man whose life has never been without fascinating interests. His mental curiosity in scientific subjects is still as keen as is his joy in having people and music around him. Most of all, he appreciates truly and sincerely what life has given him.

"I've been blessed with luck," he admits modestly. "So I feel I should help people in loads of ways. I like people to enjoy themselves. That's why I give parties."

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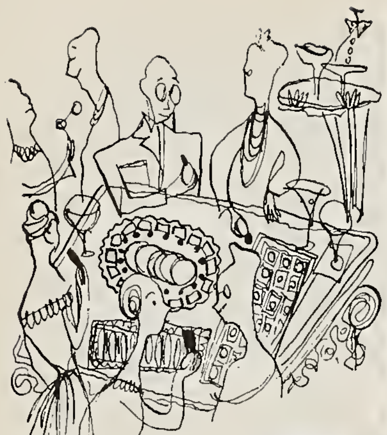

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CHAMPIONSHIP RODEO—May 14 at
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Club Building Fund Benefit. Monty M
tana will star.

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observe the city's 60th birthday. Fiesta,
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HOLY GHOST FESTIVAL—At Half M
Bay May 15-16, a religious celebration
is a tradition for the Portuguese fishern
Festival on 16th at Point Loma, too.
colorful.

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Obispo May 28-30, the 20th annual pag
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of Mission San Luis Obispo de Tolosa.
tinuous entertainment.

MONROVIA DAY—May 15 in Monrovi
celebrate the civic birthday. Parade, carn
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TRACK AND FIELD MEET—Famous
seum Relays in Los Angeles May 21,
ning.

PIONEER FESTIVAL—In Fallbrook May
with horse show, barbecue and parade
western riders.

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with presentation of Stravinsky's "The S
of a Soldier" as outstanding feature.

MOUNTAIN WILDFLOWER SHOW—
ing first three weeks of May, the mining
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dudes at the end of a morning ride
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LAKESIDE RODEO—Sponsored by the
Diego County Rodeo Association, the L
side Rodeo May 16 will feature bronc b
ing, bulldogging, trick riding and calf
ing.

HORSE RACING—Opening May 18 at
lywood Park, Tuesdays through Saturday
1 p.m. Until May 8 at Bay Meadows,
San Francisco.

HORSE SHOW—Mission San Vicente Cha
Horse Show May 23 at Lakeside, Calif.

BASEBALL—Pacific Coast League, Tue
through Sunday, in Los Angeles, San F
cisco, Oakland, Hollywood, San Diego,
ramento, Portland and Seattle. See daily
pers for schedule.

HARNESS RACING—Until May 15 at S
Anita, Tuesdays through Saturdays at 1
Pacers and trotters.

GOLF—California State Open Tournan
May 7-9 on Monterey Peninsula.

MIDGET AUTO RACING—In Carpint
May 2, 9, 16, 23, 30 at Thunderbowl.

WORLD TRADE WEEK—In San Franc
May 16-22 celebrating California's Cen
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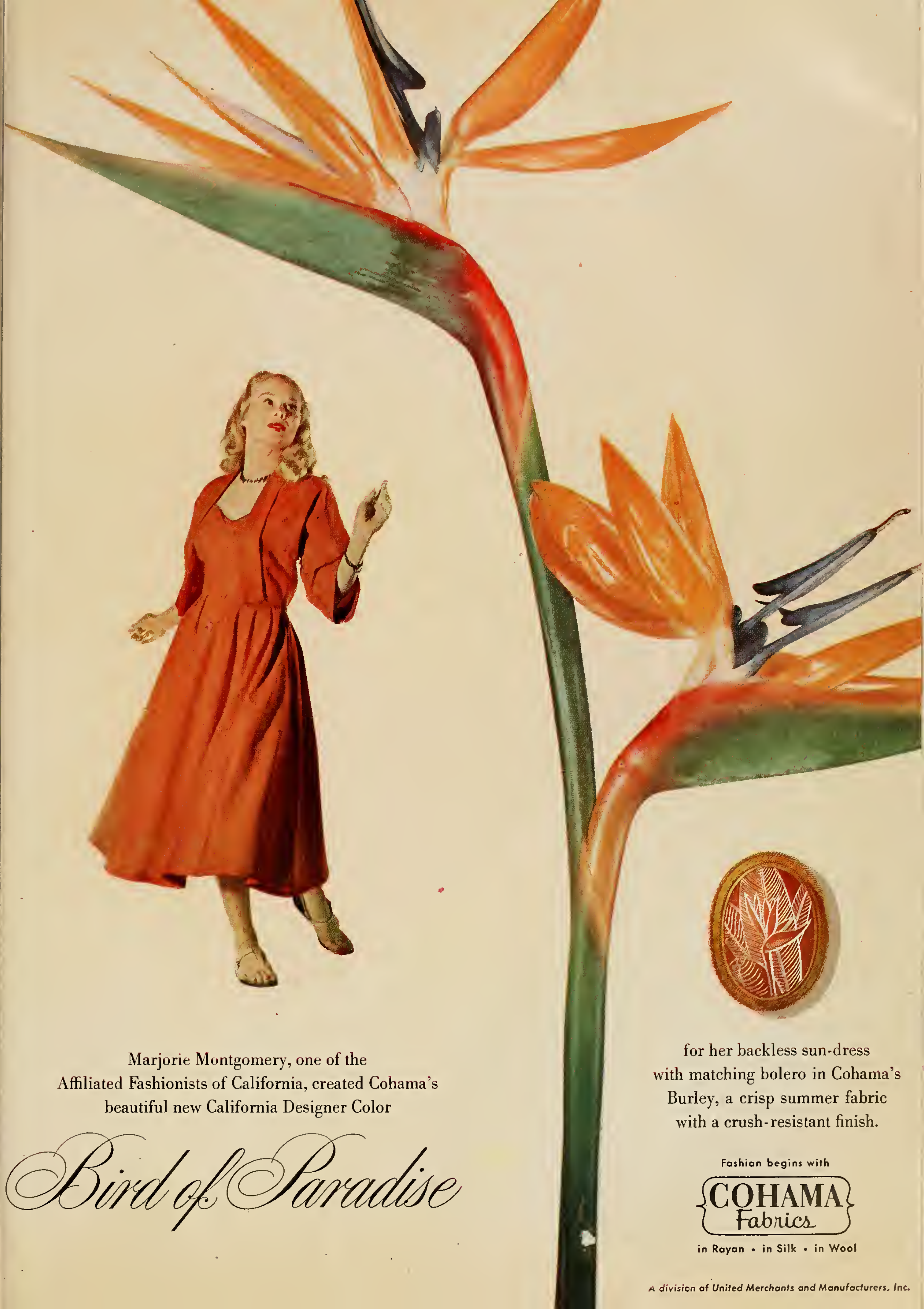
RODEO—Monterey County Sheriff's P
Junior Rodeo in Salinas May 23.

SOLVANG—Danish Days annual celebra
late in May.



Marjorie Montgomery, one of the
Affiliated Fashionists of California, created Cohama's
beautiful new California Designer Color

Bird of Paradise

for her backless sun-dress
with matching bolero in Cohama's
Burley, a crisp summer fabric
with a crush-resistant finish.

Fashion begins with

COHAMA
Fabrics

in Rayon • in Silk • in Wool

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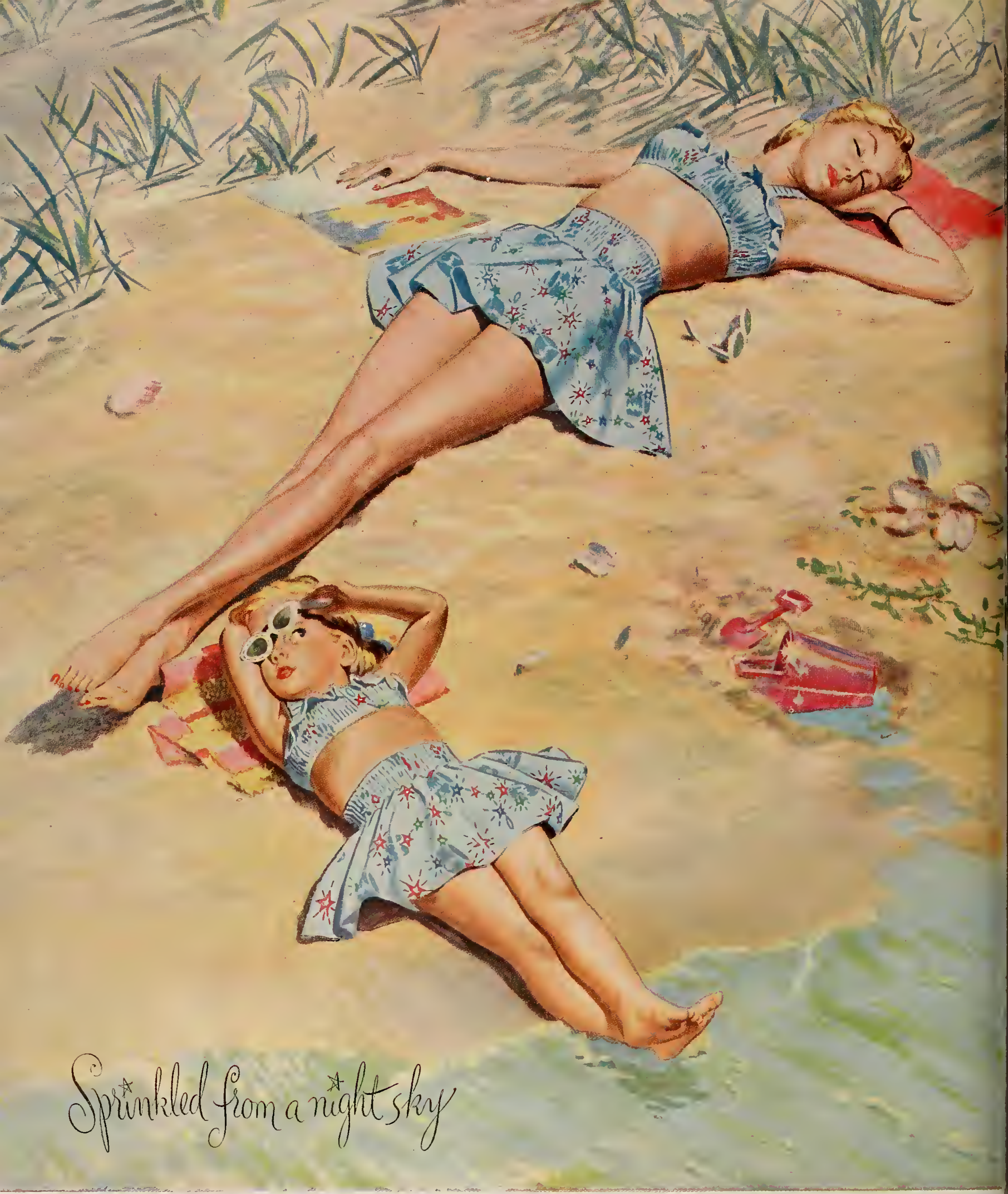
Sprinkled from a night sky

Big 'n' Little Dippers in Bates Sanforized broadcloth

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FABRICS

We take to star gazing . . . dip into the dippers for a sparkling new print. And Cole of California follows our heavenly mood with sea-going fashions that are naturals for such fine-combed, sun-loving fabric as this!

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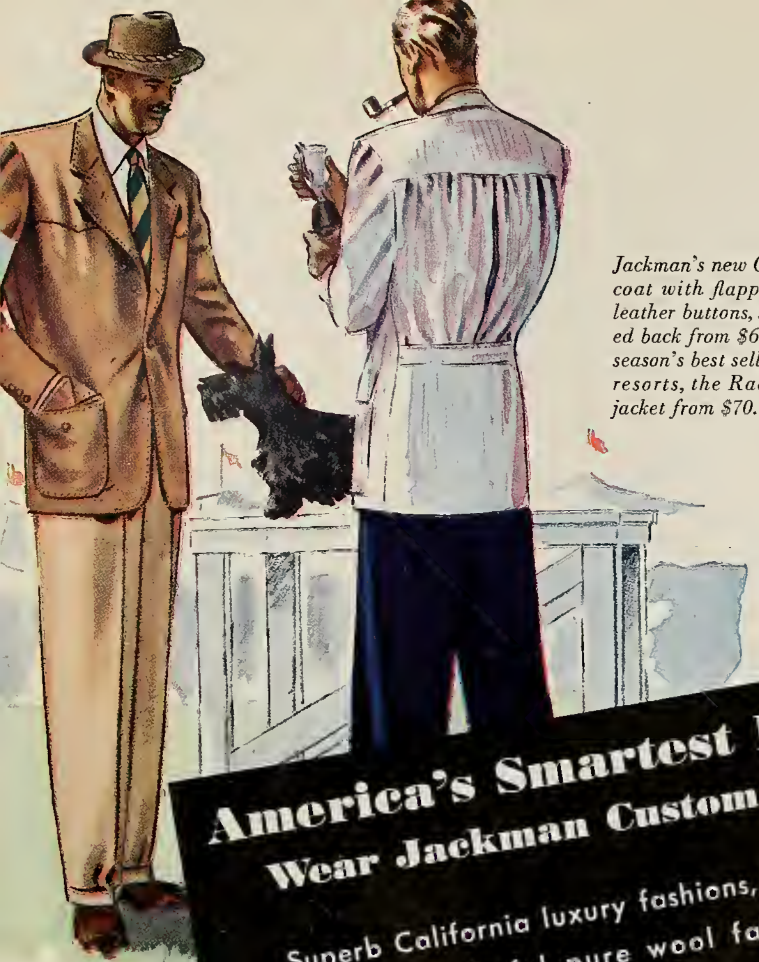
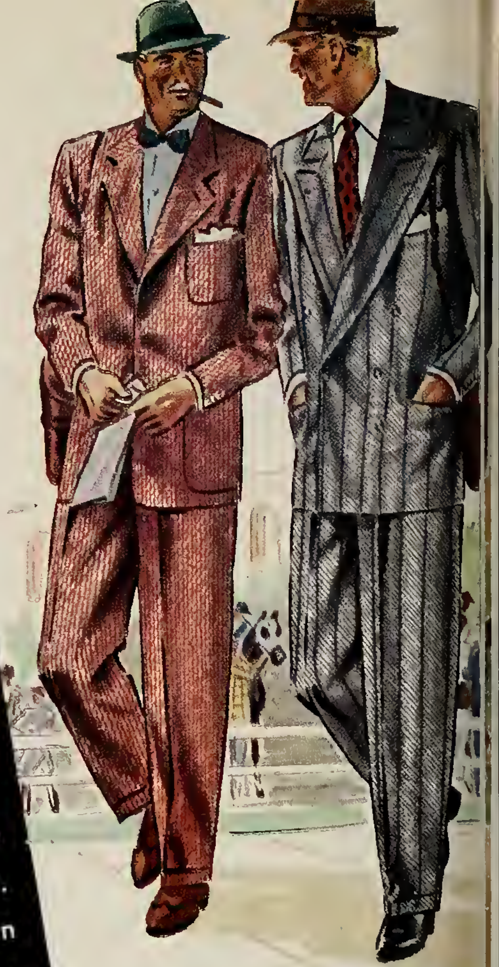


Jackman's new Chevy Chase coat with flapped pockets, leather buttons, shirred belted back from $65—and this season's best seller at winter resorts, the Racquet Club jacket from $70.



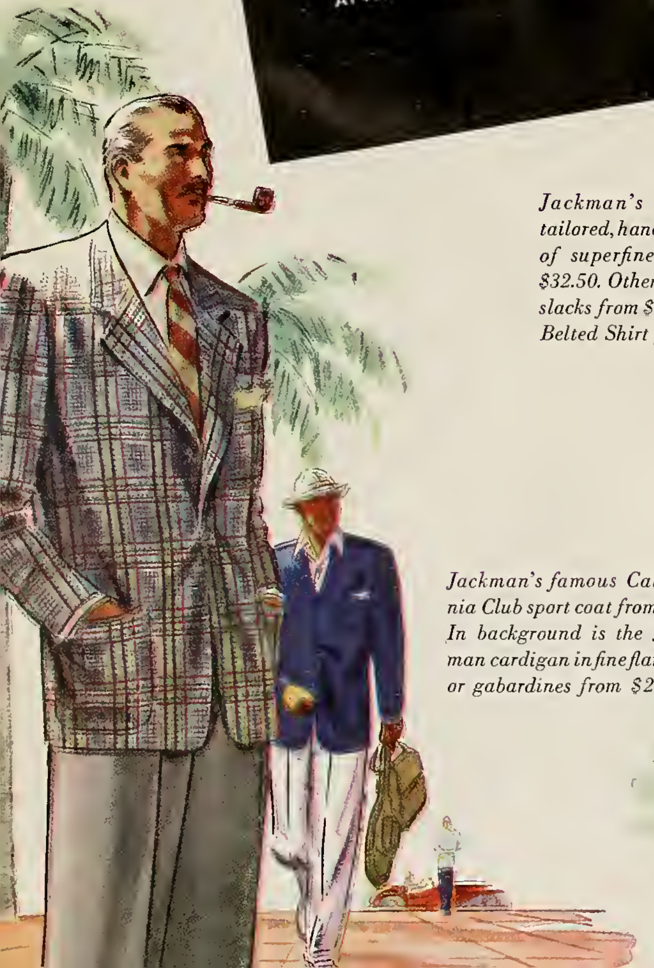
America's Smartest Fathers Wear Jackman Custom Originals

Superb California luxury fashions, hand-detailed from the most colorful pure wool fabrics in the world. For a gift to gladden father's heart, give him Fashion Firsts from the Hand of Jackman for Father's Day. ALWAYS FINE IN QUALITY—ALWAYS FAIR IN PRICE

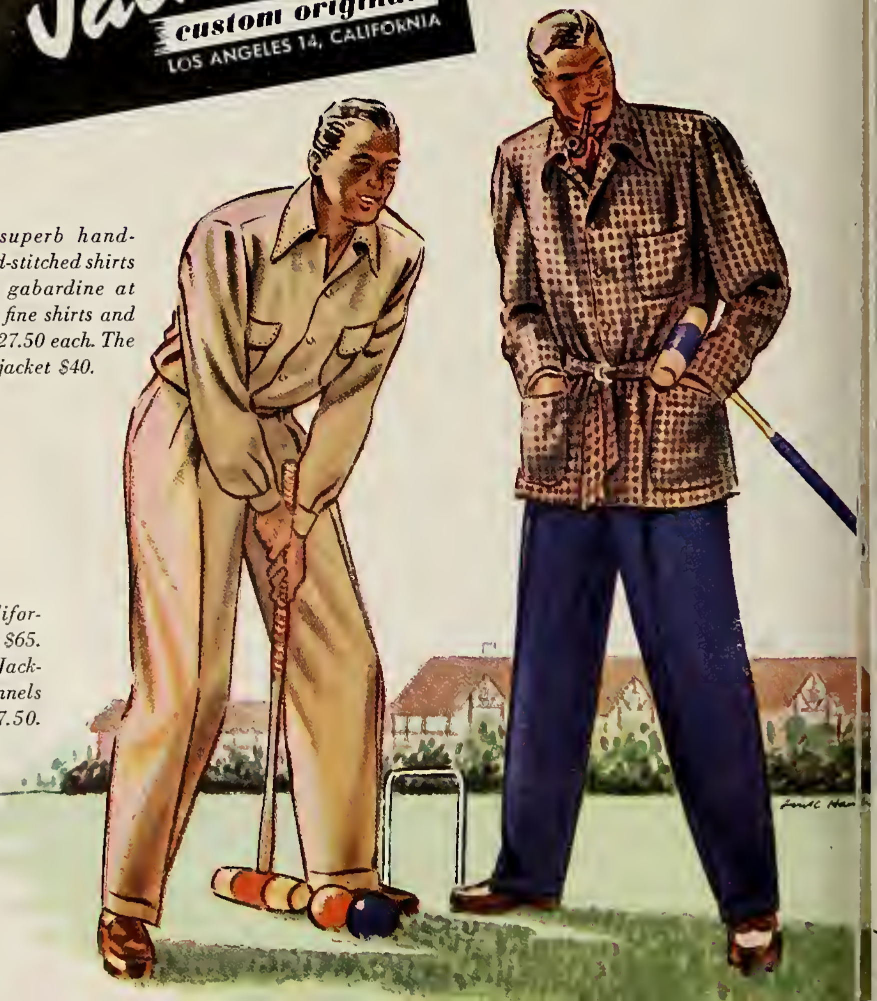
AT AMERICA'S FINEST STORES OR WRITE

Jackman
custom originals
LOS ANGELES 14, CALIFORNIA

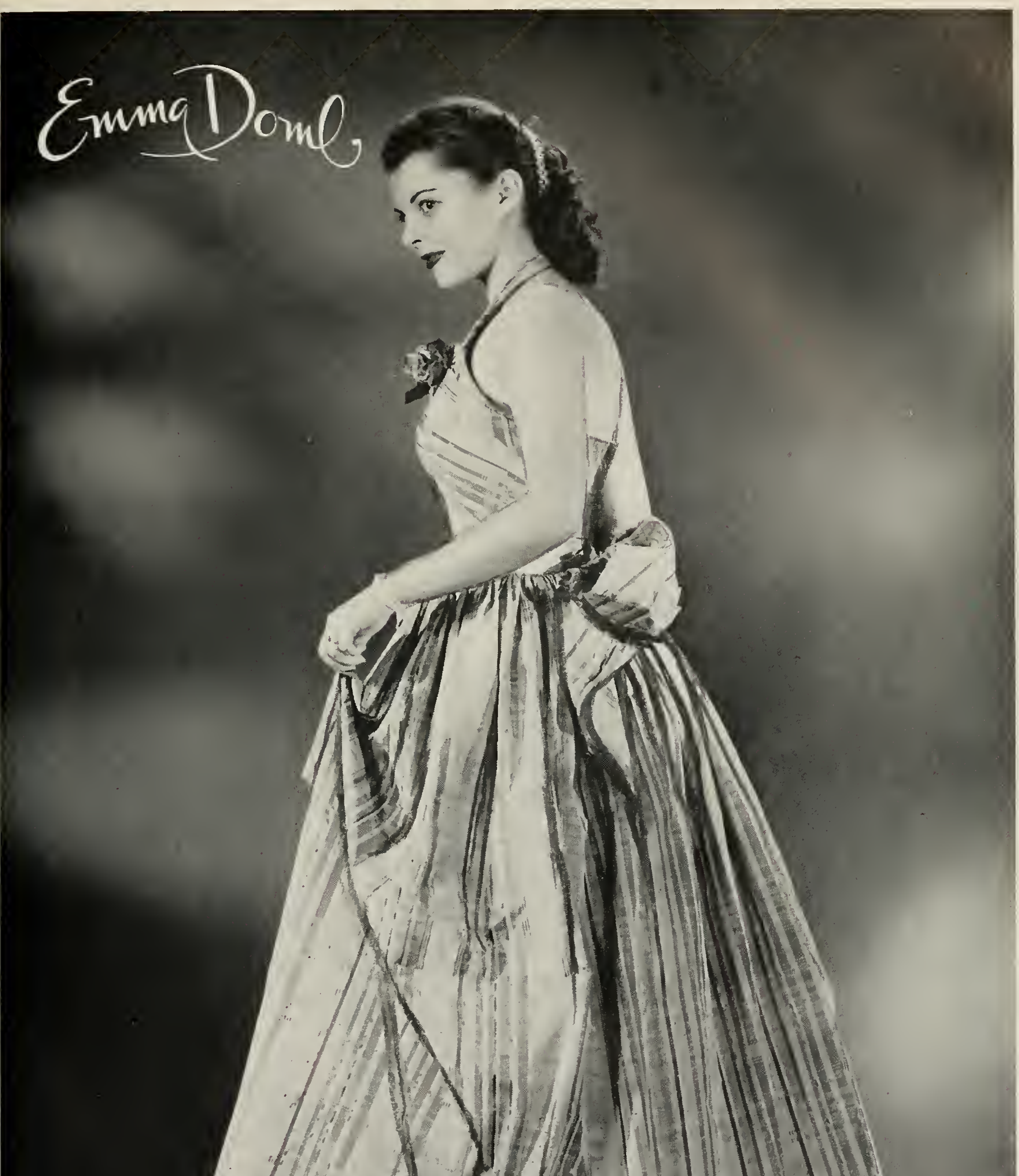
Jackman's most recent achievement—fine custom-detailed suits from $100 to $135.



Jackman's famous California Club sport coat from $65. In background is the Jackman cardigan in fine flannels or gabardines from $27.50.



Jackman's superb hand-tailored, hand-stitched shirts of superfine gabardine at $32.50. Other fine shirts and slacks from $27.50 each. The Belted Shirt jacket $40.



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Vol. 5
No. 5
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June
1948

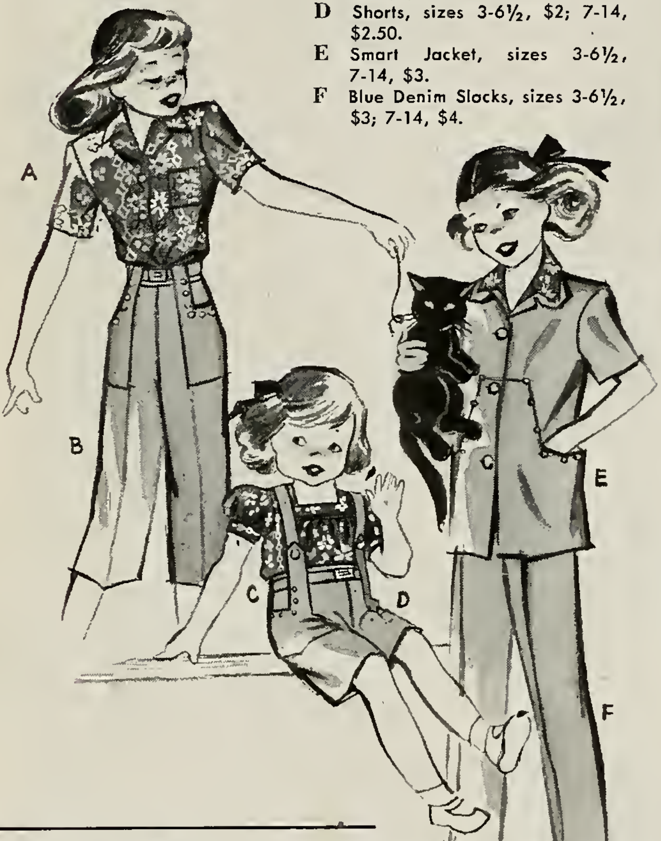
LITTLE GIRLS THINK
They're Wonderful
. . YOU WILL TOO!

From Golden California! Real red bandana blouses . . ranch-styled blue denims. Just the thing for those vacation days ahead! They're washable and wearable . . come in several becoming styles. So easy to buy when you use the handy coupon below!

The cotton shirts come in two styles . . tailored for the bigger girl, peasant-style for the tot. Blue denims copper-riveted and copper-buttoned for long life and hard wear. You can interchange them, shorts, pedal pushers and slacks . . with the red shirt and tailored jacket, too.

Send For Yours Today!

- A Tailored shirt, sizes 3-6½, 7-14, $3.
- B Pedal Pushers, sizes 3-6½, 7-14, $3.
- C Peasant-Style Shirt, sizes 3-6½, 7-14, $3.
- D Shorts, sizes 3-6½, $2; 7-14, $2.50.
- E Smart Jacket, sizes 3-6½, 7-14, $3.
- F Blue Denim Slacks, sizes 3-6½, $3; 7-14, $4.



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• On Record

with frances anderson

KING COLE'S "NATURE BOY" CURRENT RAGE

The last two months have seen the great American public going completely wacky over a single record, not an unheard-of phenomenon, but worthy of special comment in the case of "Nature Boy" (of course!) as recorded by King Cole and Frank DeVol's orchestra.

In the first place, such pre-eminence is usually reserved for a novelty song . . . "Manana," "Four Leaf Clover," "Open The Door, Richard," et al. And it is not a long-lasting popularity. The usual rise and fall is charted by initial amusement, obsession, then finally, complete irritation. In contrast to this trend is, and we prognosticate, "Nature Boy's" probable place as a classic, a stock number no record shop will be without for years and years. And this is most gratifying because this particular number, as done by Cole, comes very close to being genuine musical art.

Another of this month's pacemakers is worthy of special mention, and that is in the children's division. "The Little Fireman" was issued by Young People's Records, a very interesting organization.

During the last two years, record manufacturers and retailers have come to realize that children's records offer the most dependably salable field in the business, and the result has been a great spate of waxings for the young. Some of these have been planned and successfully for children. Most of them have been aimed at the parents. Few of them have really contributed to the cultural and intellectual development of Young America.

About a year and a half ago, Horace Grinnell, a distinguished pianist and music professor at Sarah Lawrence, himself the father of three, realized this situation. Promptly he got into action, aided by friends in the world of music and education. The Young People's Record Club was started on a shoestring, and on a subscription basis comparable to the various book clubs. Records issued by this group were made according to a theory that both children and psychologists should be pleased with the end result. A board of editors, comprised of musicians, teachers and child psychologists, was set up to approve in script and then in a rough cut each record issued by the group. Then the rough cut is tested on groups of children of suitable ages (Young People's Records are issued in two categories: Pre-School and Elementary School Age). Revisions are made in accordance with the reaction of the exact audience for which the record is intended.

PACEMAKERS

Top Tune: "Nature Boy"—Nat (King) Cole's version with Frank De Vol's orchestra. Also ran: Frank Sinatra, Dick Haymes.

Doing Fine, Thanks: "You Can't Be True, Dear"—organ solo by Ken Griffin. "St. Louis Blues March"—Tex Beneke and the Miller Orchestra.

First For Kids: "The Little Fireman."

Serious Music in Demand: "Gayne" Ballet Suite No. 2—Khachaturian, recorded by Efrem Kurtz and the New York Philharmonic.

Result is a library of records achieving the twofold purpose of pleasing the child and benefiting him.

Capsule critiques on this month's output:

NEW ALBUMS

Art Tatum, the incomparable, displays his piano virtuosity and prodigious musical imaginativeness, on a fine array of tunes which include "Sweet Lorraine," "Humoresque," "Tiger Rag," "Emaline" and four other sides. Decca. "American Folksongs" introduces a new Jo Stafford and a new singer of source music. Jo went to considerable trouble to amass these authentic bits of musical Americana and sings them with fine simplicity. Capitol.

"Rhumba de Cuba" packages eight rhumbas ranging from the familiar to the novel, as played by Chuy Reyes and his orchestra. This is very spirited and engaging Latin music, speaking with authority and gaiety. Capitol.

NEW SINGLES

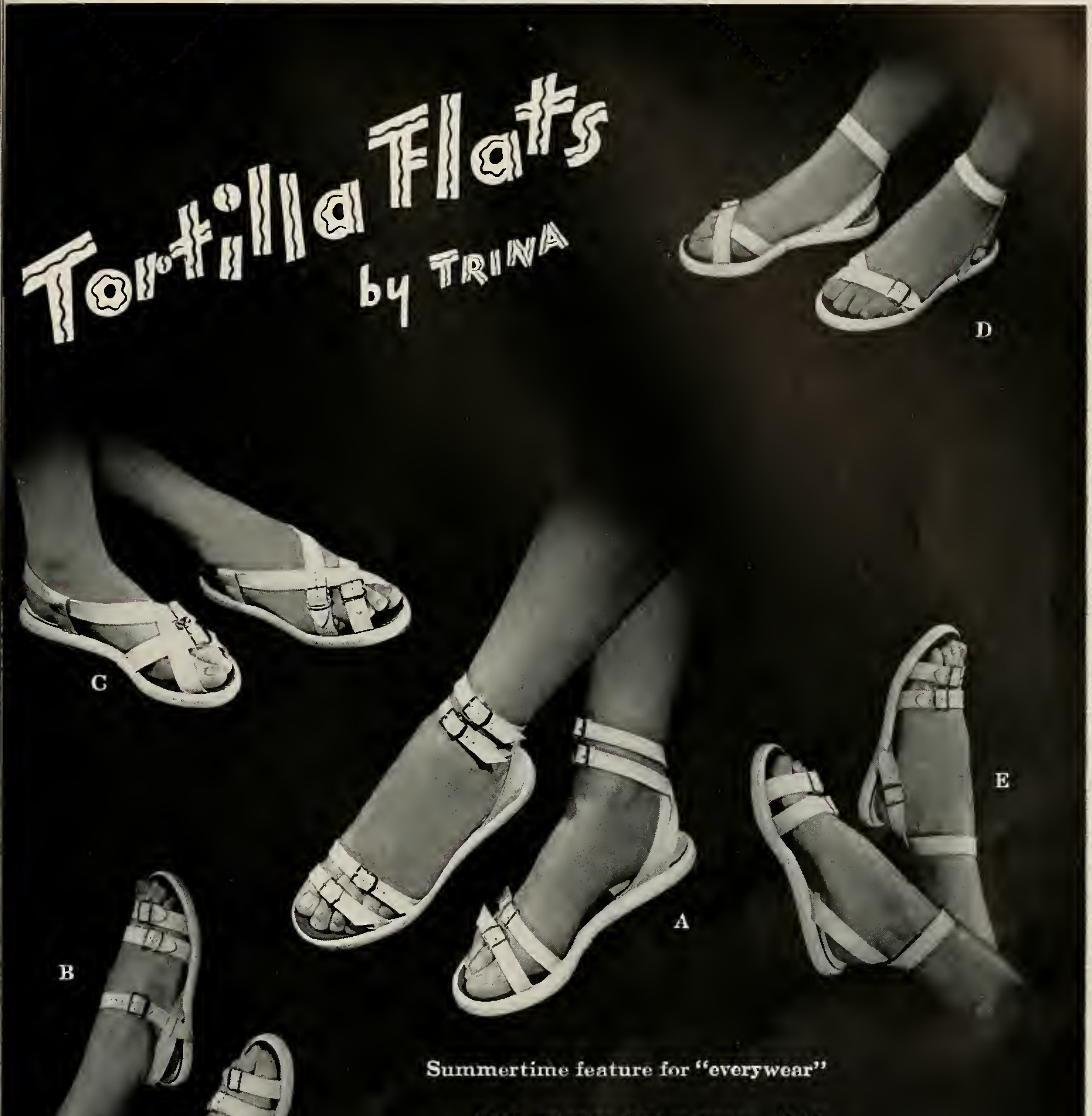
"Swedish Pastry" and "Who Sleeps," played by an unlikely sounding aggregation called Stan Hasselgard and his Smorgasbirds. By any name, this would be a terrific group playing honest-to-John wonderful jazz. Red Norvo on the vibes, Arnold Ross on the piano are great, to say nothing of Stan's clarinet. Investigate this! Capitol.

Les Paul is back with another solid effort, "What Is This Thing Called Love?", with more of his incredible guitar. On the back is "Hip-Billy Boogie," and how can just one man be so good. Capitol. Tony Martin is in his best voice and rollicking mood on "Hooray For Love." It is paired with the dreamy "It Was Written In The Stars." Victor.

"Suspicion" re-introduces Jo Stafford's Cinderella G. Stump personality and it's funny and corny. Likewise the platter-mate, "It's Clabberin' Up For Rain." Capitol. Ray Noble has his own dead-pan British version of "Suspicion," hilarious, for Columbia. Stan Kenton applies his individualized approach to "The Peanut Vendor" and "Thermopylae" with varying results. The first, a fine old tune, doesn't take too well to his stridencies. "Thermopylae," on the other hand, is highly atmospheric and becomes peculiarly his own. Capitol.

"Yell For Your Mamma," advises Beatrice Kay in her best raucous manner . . . the results are surprising. She backs up this moonstruck ditty with "Ho Ho Ha Ha Ha." Columbia.

Tortilla Flats
by TRINA



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Long Beach—Sport Bar
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Pasadena—Mather's
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Riverside—Greenwood's
Sacramento—Bon Marche
San Bernardino—Lefty Rowe
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In California It's . .

Mary Erckenbrack molded on Clay Street

Jean Halper traveled a long way in the twenty years

BELLE COOLEDGE didn't realize how well she was winning friends and influencing people when she was vice-president of Sacramento College . . until she ran for the City Council. Twenty candidates trailed her in the popular vote, assuring Belle the job as ruler of the California capital . . the town's first woman mayor. **FRANCES SIMINOFF** of Berkeley took up weaving as a hobby . . now finds herself internationally acclaimed. On order from a member of the Washington diplomatic corps, Miss Siminoff prepared a wedding gift for Princess Elizabeth . . an exquisite luncheon set, handwoven of natural linen, French gold and copper. Textiles in the famous $50,000 May Company Solar House in Los Angeles are from her studio. **MARY ERCKENBRACK** of San Francisco developed a hobby, too. Fresh from the University of Washington, she traveled to Brazil, studied the native crafts, particularly pottery, and returned by way of New York City WPA projects in art . . determined to build her own business in ceramics. Today her Clay Street studio hums with her utilitarian works in California clay . . everything from baking dishes to beer mugs. But there are purely artistic pieces, too, done like the ones she exhibited eight years ago at the Golden Gate International Exposition and which stamped her as a California "original." **JEAN HALPER** began her picture-taking career with a box Brownie in Norway at the age of 10. Today, at 30, she is the winner of the Salon of Fashion Photography, sponsored by the Society of Photographic Arts in Los Angeles, and is a full partner with her husband in an enterprising studio. **MARIE SAWYER** turned a war-born baby-sitting business into party planning, established the Beverly Hills Hospitality Service and has won Hollywood's recognition as an Elsa Maxwell . . with glamor. For a fee she will concoct ice molds, cakes and tid-bits with the proper "theme," plan all the necessary details for any number of guests and make sure that you have fun at your own affair.

Marie Sawyer will come to your party

ORDER DIRECT FROM CALIFORNIA!

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SHELL NECKLACE. Six-strand bib necklace of Pua shells. Add a touch of the faraway Pacific Islands to your summer wardrobe with this enchanting jewelry. Very cool, very flattering. Choice of white, gold, pink, light blue, aqua, lime, light cocoa, yellow. $5.00, plus 20% federal excise tax.

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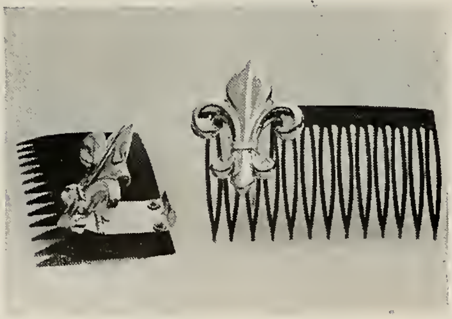

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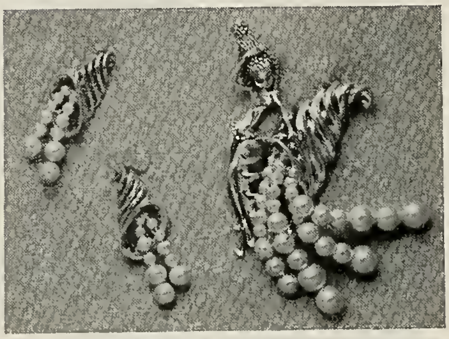
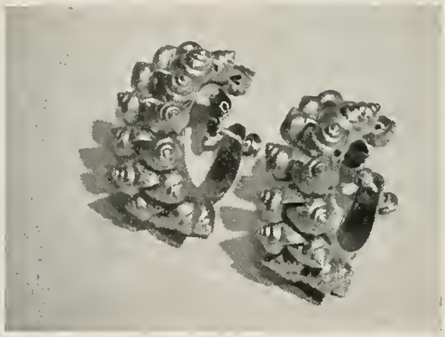


CORNUCOPIA . . . this silver and pearl horn of plenty makes a most striking pin and earring set . . mistress of the pearls coyly standing guard over her treasures. Delicately carved silver newly blended with rich and lustrous pearls . . a perfect gift to a dear friend . . or pamper yourself with this treasure trio. The price is approximately $20, and you'll find it at the best stores across the country. If not available in your city, write to Fantasy in Sterling by DeCortene, 5200 Santa Monica Blvd., Hollywood 27, Calif.

ASKIT-BASKET . . . mother-daughter conversation pieces . . these unique wicker bread-baskets converted into the smartest handbags ever. Equally well made and exactly alike except that daughter's is cut down to her size. Come in an assortment of colors, solids, plaids or polka dots; the basket in natural straw. Specify choice in color and design, send a swatch for color sample if you wish. Mother's bag, $5; child's, $4.50 . . only $9 when ordering the pair, postage paid. Orders get prompt and individual attention from Renards, 529 W. 7th, Los Angeles, California.

THE FORTY-NINER . . . sun bonnet symbolic of covered wagon Gold Rush days. Water repellent Sun-Clime fabric, . . . plastic-treated for permanent finish . . . collapsible . . . 24 vibrant color schemes. Three designs: 1. Gardening (pictured). 2. Beach Scene. 3. California Centennial. The "Pagoda" with circular stripes also available with same hit features. These sun hats fit any head size, adults or children. About $1.25 at Bullock's, Los Angeles; B. Altman, New York, and leading stores. Or write Obadie of Hollywood, 2022 E. 7th St., A., Los Angeles 21, California.



SHELL JEWELRY . . . there's nothing so wonderful with summer prints and cottons . . . light in weight, colorful and feminine. These earrings in Pua shells are fashioned like huge wedding rings. Shells from Tahiti . . . processed and put together right here in California. Color range includes white, gold, pink, light blue, aqua, lime, light cocoa, yellow. Take your pick . . . you might well want several sets to accessorize your wardrobe. $1.95 a set, plus 20% federal excise tax. Order from Corral Shop, Box 918, Rancho Santa Fe, California.

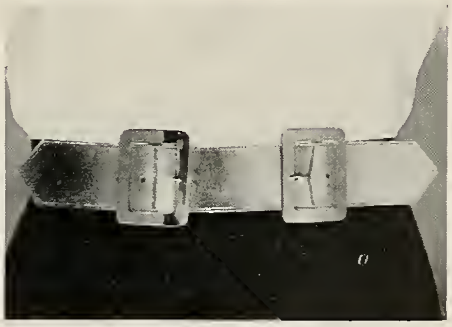
roundup

RITE-A-NOTE . . . has a little signal that pops up to let you know there is a message . . . when you're away drop-in guests can conveniently leave word. An ideal house gift or for your own residence . . . in bronze or copper ready for use with note pad and pencil inside. Simple instructions included for installing. Priced at $4. Please add 10c sales tax for delivery in California. Order from Fred L. Seymour Co., Box 1176, Beverly Hills, California.

PERSONALIZED . . . pottery for children . . . here's a durable, complete, 4-piece set (dinner and butter plates, mug, bowl) in colorful design that puts fun into eating. First name of child baked into pottery . . . on all pieces. Send child's name and sex (pattern differs for boy or girl), check or money order to Johnson's Chinaware, 11 Court Street. Binghamton, New York. Only $5 prepaid. Add 50c if west of Mississippi.

Ann
Ann
Ann her plate
ALL GONE

TWICE AS NICE . . . to encircle your middle and enrich your summer outfits . . this double-buckled belt. The leather is 24-karat gold . . the buckles are solid brass . . the width, just one and one-half inches. An appropriate accessory for this gold-discovery year. Also available in silver leather if you're matching a particular outfit. The tariff, about $3.50. If not at your favorite store, write Phil Sockett Mfg. Co.., 1240 S. Main St., Los Angeles, California. Est. 1925.



ROUND-THE-POLE . . . patio table cloth. Just throw it 'round the pole and zip it up! No more mats or makeshift napkins to blow away in a welcome breeze. In three sharp colors: Red and white, blue and white, or green and white checks. Fits your garden table, round or square. Mercerized cotton in smart basket weave, band-printed; pre-laundered. $4.95, postage prepaid. If in California, add 2½% sales tax. Matching napkins, ready-hemmed, 18 inches wide, only 40c each. Fred Seymour, Box 1176, Beverly Hills, California.

LUSTEUR . . . this lanolin creme-rinse . . a special treat for your tresses. One quick rinse after your shampoo makes dry, wiry or "fly-away" hair silky, glossy and tangle-free . . softens water . . replaces lemon or vinegar . . also, a real protection from sun, wind and salt air. Takes just a dash, and the three-ounce bottle, $1, plus tax and postage, will last for ages. Available at leading stores across the country. From Lusteur Ltd.. 7024 Melrose Ave., Los Angeles 38, California.

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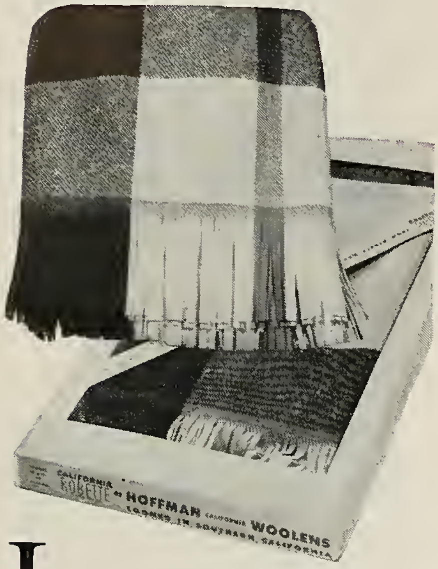
CALIFORNIA ROBETTE by HOFFMAN CALIFORNIA WOOLENS
LOOMED IN SOUTHERN CALIFORNIA

It's from Golden California, designed and loomed with sunshine and the brilliant colors of the flowers, the desert, the sea, in its huge plaids.

- To warm you without weight, to cuddle you on long rides in the country, at the big game, the summer evening concert, the picnic on the lawn, for the informal life of your patio.
- It's the California Robette, the 58" x 42" lightweight blanket-robe of 100% virgin wool. The perfect gift . . for graduation . . for *any* occasion. Only $7.95 postpaid.

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• California In Books

"LIFE OF STEVENSON" INTRIGUING

by hazel allen pulling

As books thread their way from year's end to year's end, mid-season's offerings entice one into lightsome mood. Relaxation and recreation await one in a piquant, picaresque novel that is woven about the whimsical character of Robert Louis Stevenson. *No Son of Mine* (Macmillan, 1948. $3.50) from the facile pen of G. B. Stern has all the charm of portraiture one looks for in the works of this gifted writer. The son and hero in this case is not "R. L. S." but an appealing, vagrant imposter who, frail and never work-inclined, strangely resembles the famous writer whose natural son he claims to be. His efforts to understand and to reflect the charming figure of Stevenson dispel in the mind of the reader the real character of the deceiver while it recreates the man whom generations have adored. Romance, intrigue, and adventure combine in this airy tale to achieve an amazingly original and effective near-biography.

DISILLUSIONMENT

Pseudo-serious but eye-opening is Ralph Ingersoll's portrait of life in America as it is lived by the very rich. The love story of two pampered darlings of wealth, *The Great Ones* (Harcourt, Brace, 1948. $3) is essentially an indictment against one aspect of American democracy. The great American goals, riches and power, are pictured against an accompanying background of neuroticism, pomp, the satiation of all appetites, and a morbid concern for personal satisfaction. Arresting in its revelations and frightening in its implications, this novel holds a message for all socially minded people who have high hopes for the future of America but who are beginning to question the soundness of a society that supports irresponsible wealth.

CALIFORNIANA

Another special guide to California's gold rush area that is just off the press is H. Cyril Johnson's *Scenic Guide to the Mother Lode.* (Susanville, California: Scenic Guides, 1948. $1). This is a dictionary listing of gold camps, towns, and mines by name with location, present status and population, and a brief sketch of its historical significance. Ninety-four places are given and numerous photographic illustrations and sketch maps add to the value of this small guide.

A new series of mission stories for children is just now coming off the press of Stanford University. *Mission Tales* includes twenty-one intriguing titles, each one a story illustrating the history and spirit of one of the Spanish California missions. Written by Helen M. Roberts and illustrated by Muriel Lawrence, these paper-bound books sell for sixty cents each or ten dollars for the set. They are worthy additions to the library of Californiana for children.

★ ★

HELEN BROWN REVIEWS:

COOKING BY THE CLOCK, by Jean & Clark Mallimore (Farrar, Straus & Co. 220 pp. $3.)

It takes more than a cook book and a clock to make an inspired cook, but with this book anyone with the mental age of a ten-year-old ought to be able to produce a good meal. Actually it is not a recipe book, but a meal book, for it gives first, a menu, then the preparation time, the shopping list, the staples you're expected to have on hand, the utensils you'll be needing and, finally, the recipes in the order of their preparation. The menus are not spectacular, nor are the recipes. Rather it's good wholesome fare, the kind that would delight most American families and that the most discriminating gastronome would find hard to criticize. This book should prove a treasure for novices in the kitchen.

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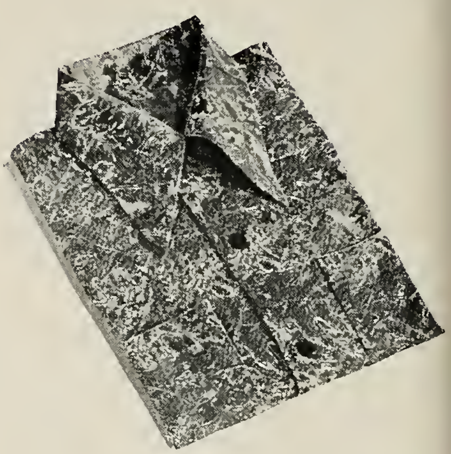

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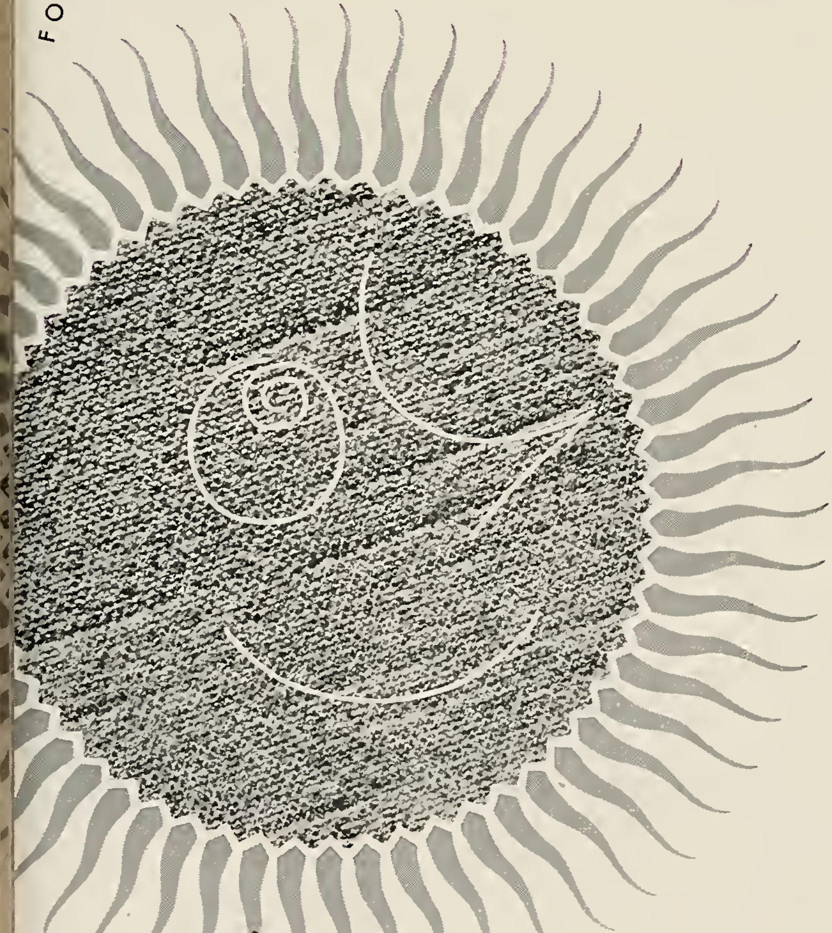

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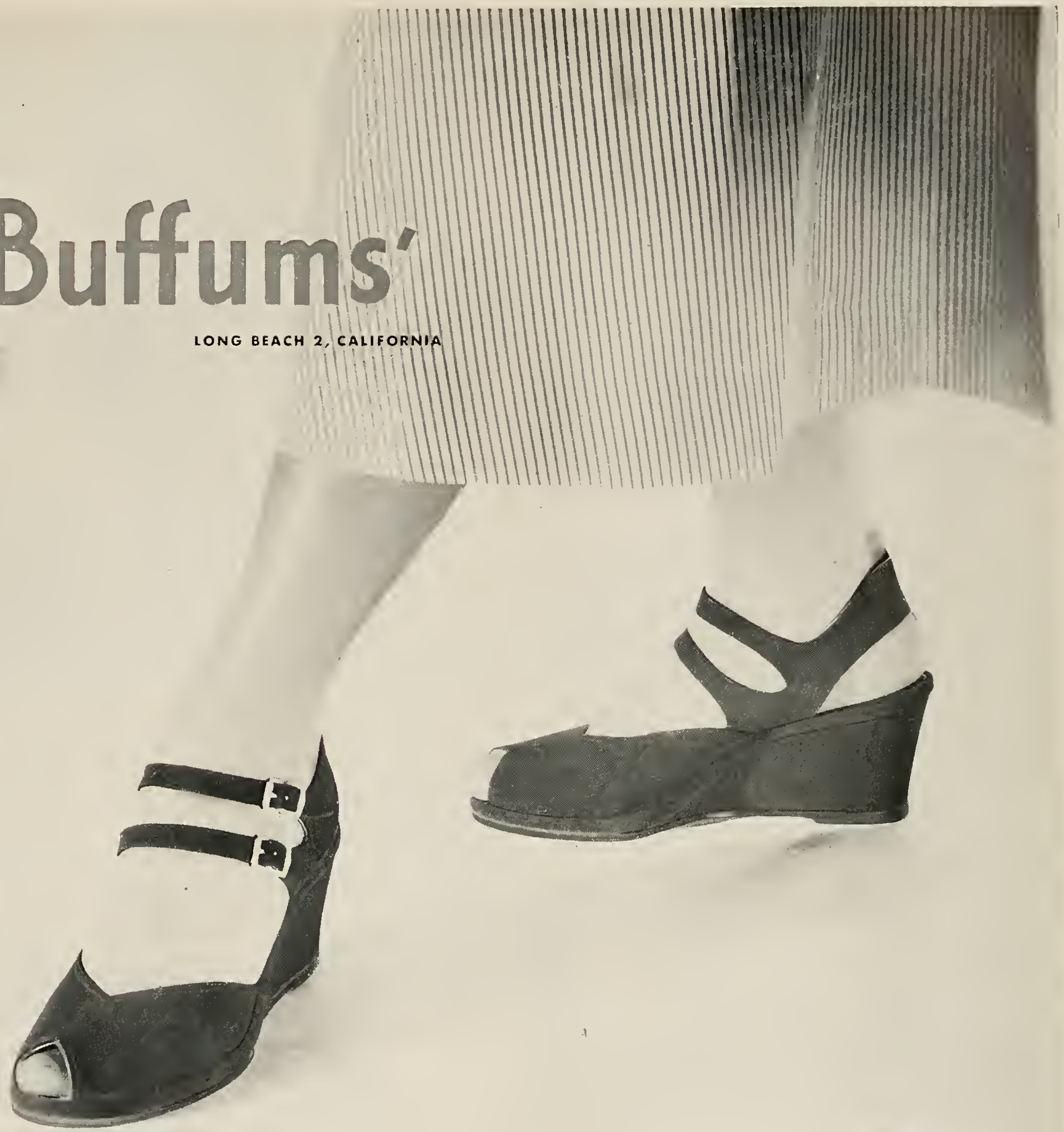

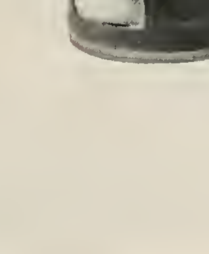

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From Poverty To Pottery . . The Story of Laguna Beach

AN ARTISTS' COLONY WITH INGENUITY AND A LEGEND TURNED FOOTPATHS INTO STREETS OF GOLD

by David A. Munro

Copper is artist's clay

THINGS LOOKED pretty bleak for the Laguna Beach art colony in 1932. These artists, like other artists, were never known for their affluence. And you will remember that 1932 was the bottom year of the great American depression. It was then that artist John Hinchman, who pieced out his own income by lecturing on art, conceived the idea of the Festival of Arts. The lean gentry of pallette and brush tumbled out of their fishing shacks and hillside perches. To attract the curious they and their models posed as "living pictures" of famed old masters. They set up their easels along Laguna's El Paseo . . to paint and sketch occasional customers on a two-bit basis. It was better than selling apples.

But times change. Last year the Festival of Arts and Pageant of the Masters took in $50,000. There's no telling what it will gross again next month.

It was also at the bottom of the depression that a man named Durlin Brayton began to make pottery in his garage. He correctly figured that the only salable raw material in prostrate Laguna Beach was the artistic ingenuity of its citizens. He offered it for sale, hand-painted and baked into china dogs, ashtrays, knick-nacks. It wasn't much of a business, but it brought in outside dollars when outside dollars were desperately needed. The same magic touched Laguna pottery, too. Today pottery provides a living for some 400 people and has settled down to a peacetime volume of a million and a half dollars a year. During the war, of course, things were better. The potters report that while the war was on they could sell anything. Nearly a thousand people were at it, and they took in three million dollars a year.

It almost seems that Laguna Beach has been condemned to suffer the fate of greedy King Midas. Artists who came to starve in this Bohemia by the sea are now encumbered by big money. They couldn't afford sidewalks, but their streets turned to gold. One lady who used to eke out an existence teaching art on WPA, now has a Cadillac and a chauffeur. Another artist sold the aery he had built on a headland for a comfortable fortune, and left this expensive town.

What war did to real estate here never happened in Westport, Wichita or Upper Sandusky. When the first flush hit Laguna a local artist decided to skim the cream by selling a pineboard shack for which he'd been getting twelve dollars a month in rent. A couple of real estate men gave him $1500 for it, and he left town satisfied. The real estate men doused it with water-soluble paint, caught the wife of an Army officer,

Norman St. Clair "discovered" Laguna Beach fifty years ago . . today it's a city of 20,000 with big business and many beautiful homes.

The art gallery of Laguna Beach reflects the talents of a conglomerate population with a penchant for paint.

just off the boat from Hawaii, and sold her the thing for $3500. But before the lady moved in the rains did a job on the paint and she discovered that the new home was known in the area as a flimsy vessel. She got her deposit back. But the real estate men were not a bit miffed. They put brush paint on the house. They put in a window so that the closed-up bedroom would have an outlook and a breath of air. They resold the thing for $7200 to a buyer who was glad to get it.

Why it all happens is a mystery even to the locals. Eight miles up the coast is Newport Harbor, said to be the finest yacht harbor in the United States. But Laguna grows faster. It is well over fifty miles from Los Angeles, yet it grows faster than beach areas ten miles from the city. Artists came to Laguna because its colors and contours pleased them. It was reasonably uninhabitable. They found lovely, waterless hills tumbling into a sparkling sea. They found stretches of flawless beach punctuated by rocky headlands. On this they built a town . . or two towns, counting South Laguna . . of 20,000 inhabitants. They built homes, stores, an art gallery and a consolidated school. They dug into their pockets and brought in Colorado River water at a cost of $200,000. But most of all they built the Laguna legend. It's the town's unique asset.

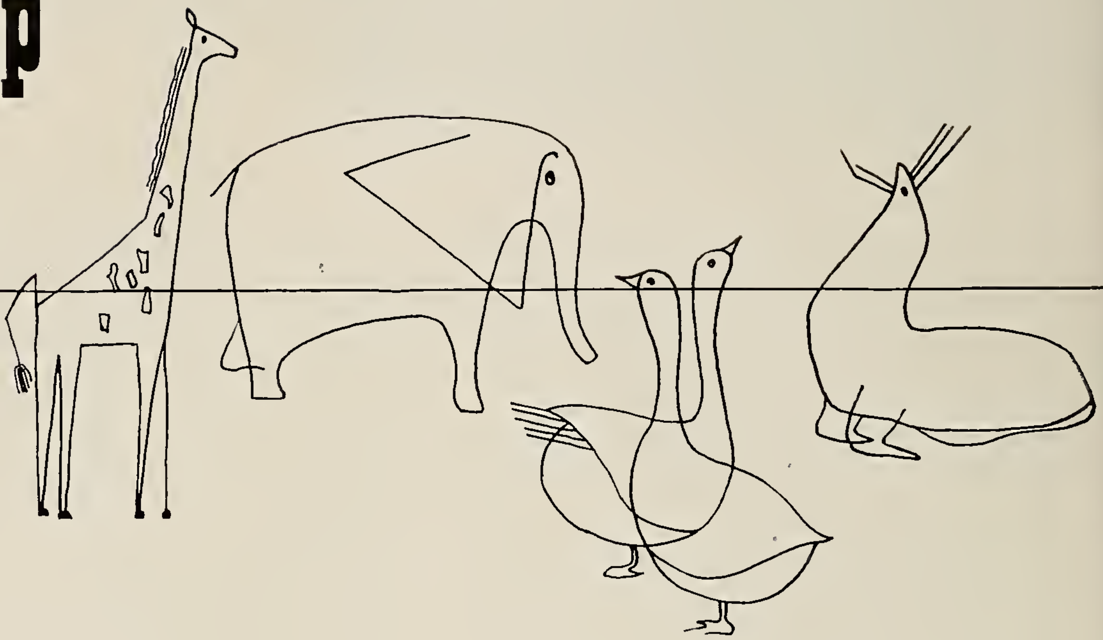
You can't easily define the legend that's Laguna except in terms of what it does to people. Residents with a certain rueful veracity call themselves "Lagunatics." But it's probably a pretty thin joke in most households. One artist, eager to drink the Laguna nepenthe, sold her Seattle home overlooking the Pacific for a princely $9000 and hurried south. She arrived at the peak of Laguna's real estate madness when class 1 dog kennels were selling for $9000. Her dream left her homeless. Clarey Workman, head of the Laguna Beach Ceramics Society, was caught in last year's precipitous drop in the pottery business, and turned half his studio on Ocean Avenue into a self-service laundry. Ernest A. Yerbysmith, a Hollywood set designer who made $100 a day in the studios, is content to realize a tenth of this as head of his own ceramics studio. They are one and all pilgrims to the Mecca of the arts along this sunny stretch of Pacific waterfront. They are at once the victims of the Laguna legend and a part of that legend.

But since Laguna is more legend than place, its "discovery" was not as simple as the discovery of the fine harbor at Newport, for instance. Anybody can discover a harbor. It took Norman St. Clair, a nationally-recognized water color artist, to discover Laguna. The event is now a settled part of the Laguna legend. According to the tale, St. Clair and his wife heard quite by accident, while sitting around a dentist's office in Los Angeles, that Laguna was a beautiful spot to paint. That was fifty years ago, and the spot was then known as Lagona. It was late October by the time St. Clair was able to make the trip. He travelled by stage to El Toro. There he discovered that further stage service, down Laguna Canyon to the settlement, had been discontinued at the end of the summer season. He is reported to have debated the wisdom of throwing three dollars away on a horse and buggy taxi down the Canyon. He ultimately arrived. But at that point discovery had only begun. The artist unpacked and set to work. He covered many a canvas with what he saw in Laguna. He sent a group of his studies to a San Francisco exhibit . . and fellow artists promptly got the point. They inquired about Laguna. They packed their brushes and canvases, and came. Laguna had been "discovered." Other paintings *(Continued on page* 55)

Beautiful tableware, above, is one of the potter's principal products. Fine leather work, below, is now important, too. At right is Russell Iredale, one of the old-timers, at work on portrait in oil.

zoo gossip

about juniors



IF YOU LOVE a picnic in the park or a concert under the stars, you're *young.* If you love a lawn party, if your heart melts toward a full moon . . you're young! And there are fashions to match your mood, junior-size.

This year you can go anywhere "under the sun" in cottons . . cool and easy to care for, perfect for lazy summer afternoons and ready to double for star-dancing nights.

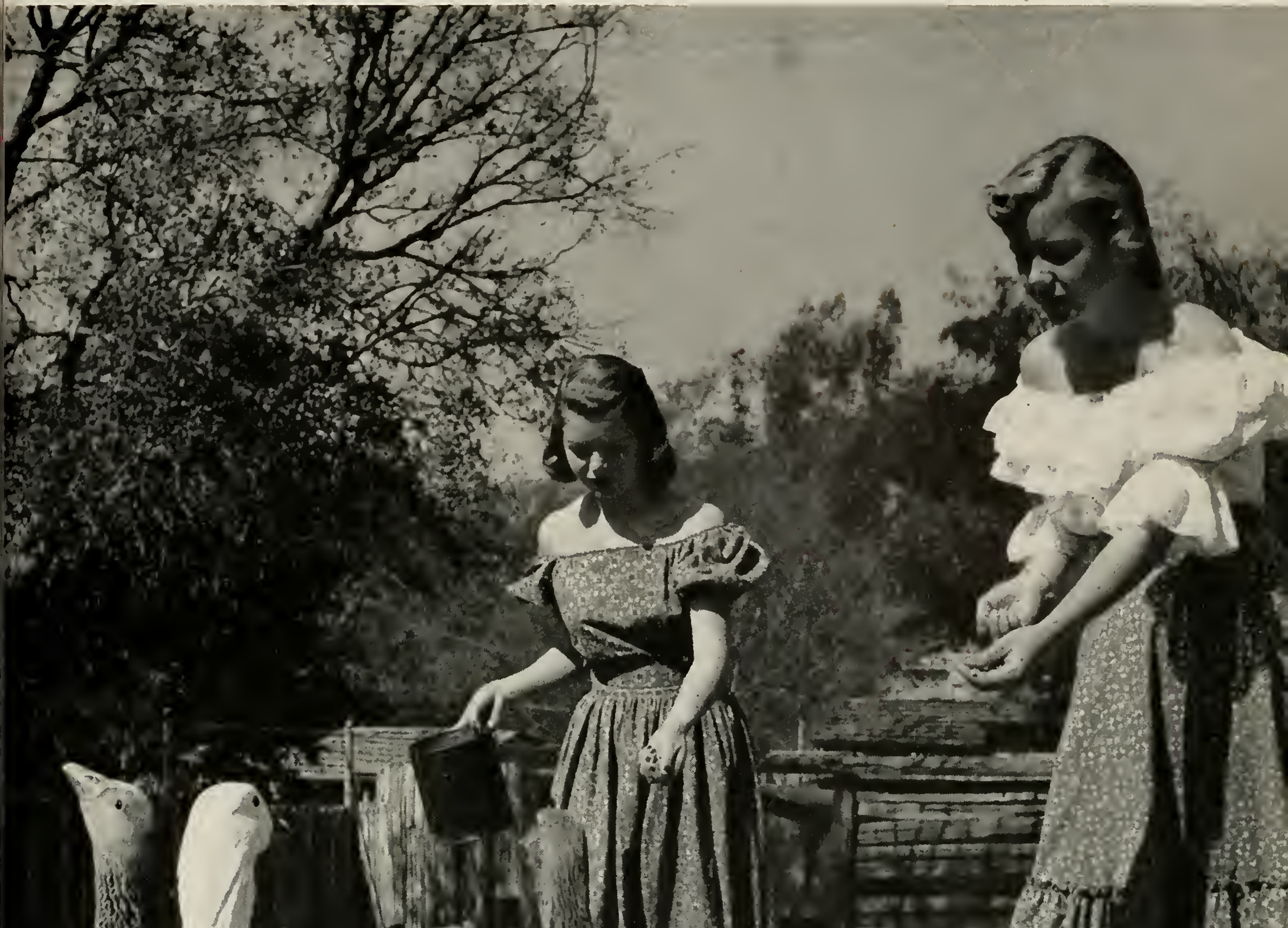
For instance, let the western magic of "covered wagon calicos" give you an air of adventure and romance . . the spice of an exciting era brought up-to-date for your warm-weather wardrobe. With flouncy skirts and audacious blouses, they're comfortable and fashion-right wherever your fancy takes you.

You'll find it's fun to "dress" your calico to suit your mood. For daytime, a bright ribbon in your hair, or wear it smoothly braided. Peeking hemlines have special eye-appeal, so choose smart sandals from this year's wealth of colors and designs. The only other outdoor touch you'll need will be your own smooth tan, practically guaranteed by off-the-shoulder blouses.

The same cotton dresses will dance all evening, if you make a fashion point of your slender ankles with higher heels and tiny straps. Brush your hair into a sleek coiffure, or a halo of curls. Add earrings, and perhaps an old-fashioned locket, and you'll be "belle of the ball."

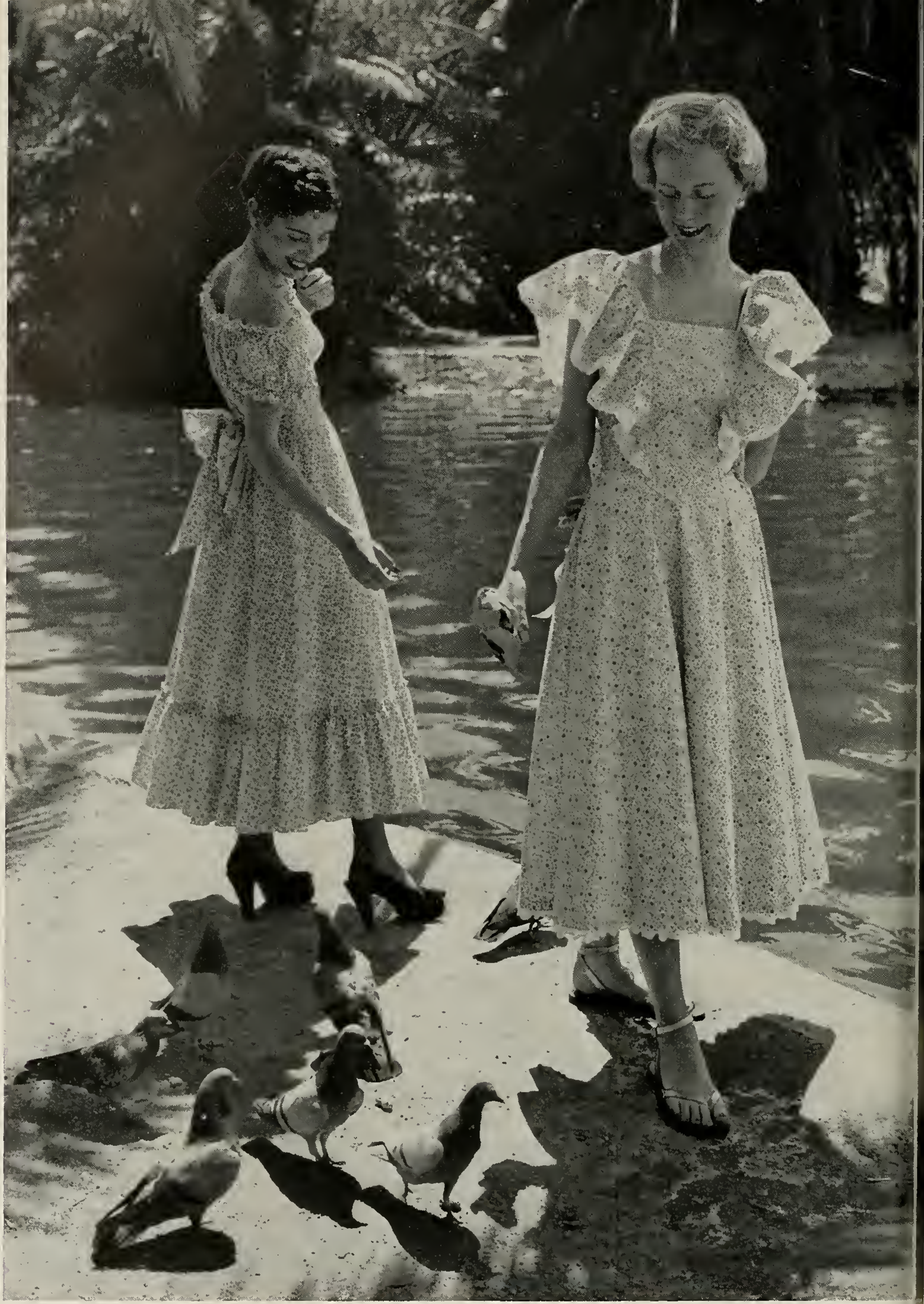
Budget-minded teens and twenties can relax. Cottons do fit snugly into that wardrobe allowance . . . you can afford two or three to carry you through all your sunshine plans. And, as a matter of fact, they make wonderful moonlight insurance, too!

California designs for the heart and the figure, so . . . if you want stars in your eyes and sunshine on your shoulders . . . look at these pages of lighthearted junior fashions.



DASH TAYLOR

Calico with a country flavor, gives extra fillip to your summer wardrobe. Wear it at home, on vacation . . . and catch the young spirit of California! Dust ruffles and off-the-shoulder blouses are flirtatious fancies. *Left*, by Junior Miss of California, about $14 at Myer Siegel, Los Angeles: Halle Bros., Cleveland; Joseph Magnin, San Francisco. *Right*, by Saba of California dotted swiss blouse and petticoat ruffle, under $18. Both in sizes 9 to 15.



IT'S SUNDAY at the zoo, and these country cottons are ready for a picnic . . . good sight-seers, too! *This page,* Monroe Lloyd's tiny prints, a two-piece version with little puff sleeves, about $11, and the ruffly pinafore about $15, sizes 9 to 17, at Robinson's, Los Angeles.

If you are the romantic type, you'll find a dozen places to wear this scoop-neck sweetheart fashion, → *opposite page* . . . peeking petticoat and all, about $13. In Bates sanforized Holanda broadcloth, it's by Linsk of California. Sizes 9 to 17, at Carson's, Chicago; Hecht Co., Washington, D. C.; Bullock's, Los Angeles.

TEAL
N. AMERICA TO SOUTH AMERICA
VIRGINIA
RAIL
N. AMERICA
BLACK BELLY
TREE-DUCK
DENDROCYGNA
AFRICA
JAVA
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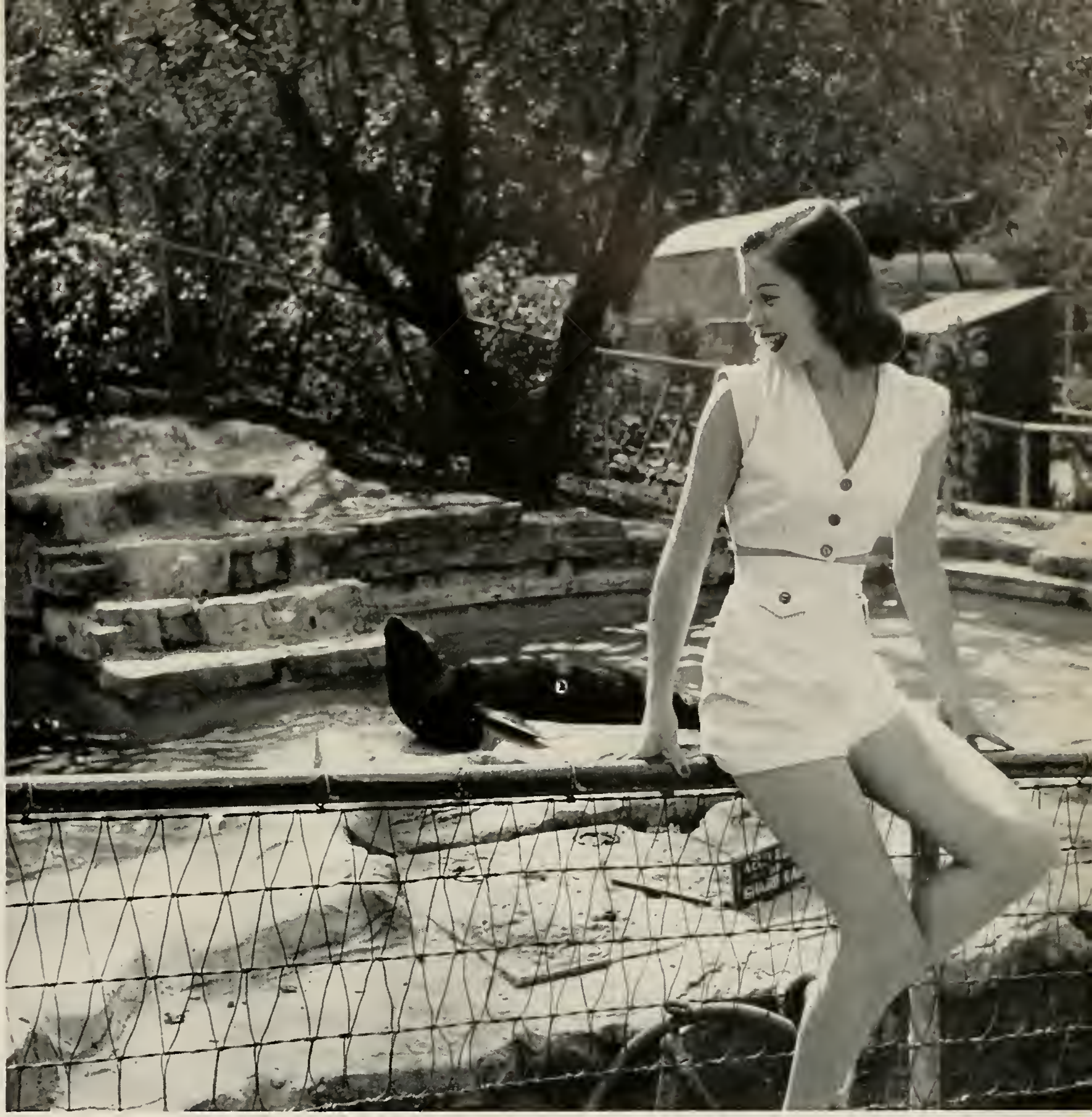
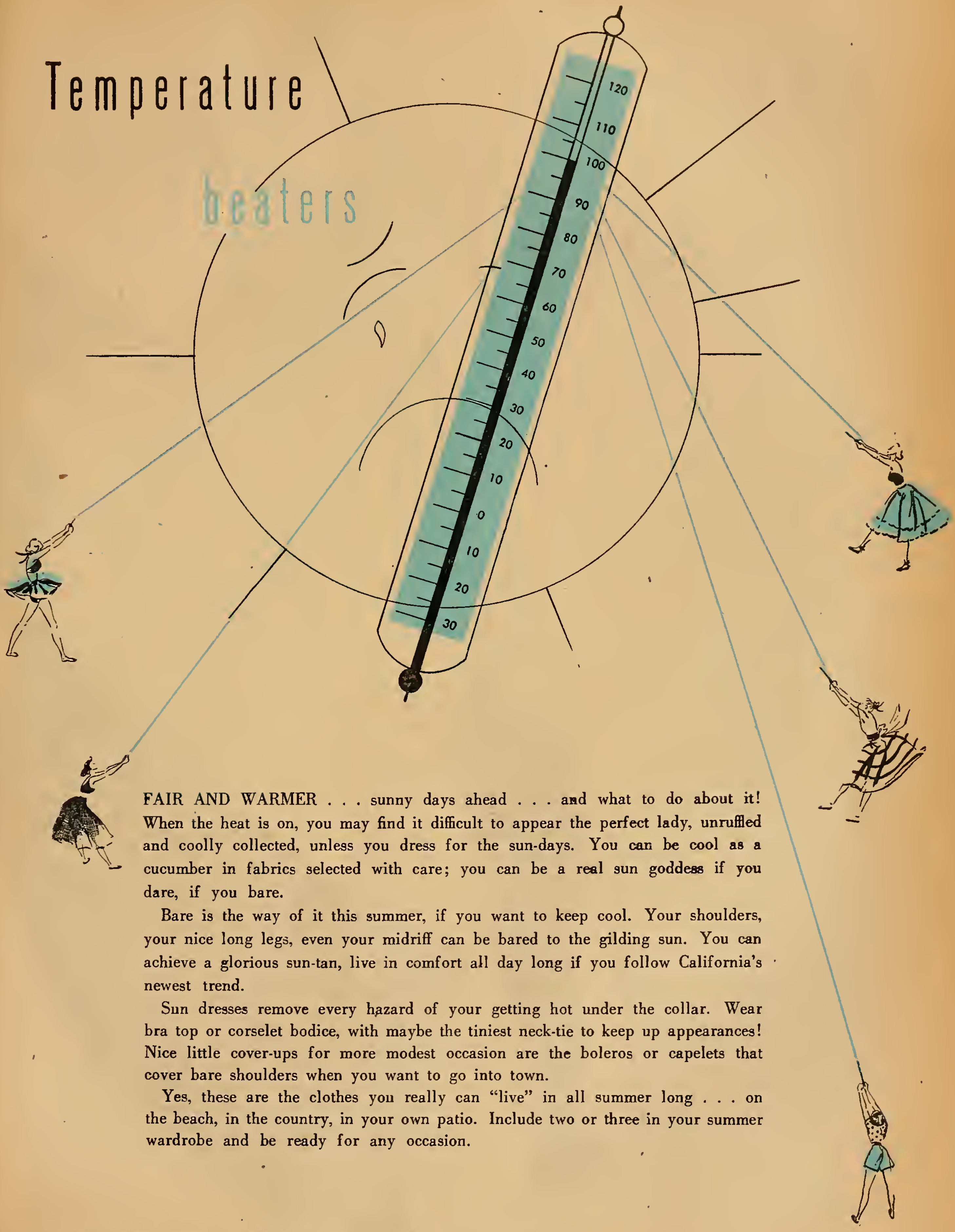


DASH TAYLOR

SLEEK AS A SEAL and pool-cool, too! *Above,* clean-cut midriff top and shorts of Dan River Coolstripe, by Natalie Juniors of California. Washable wearables for picnics, beach, or backyard sunning, sizes 9 to 15, about $6 at Bullock's, Pasadena; Gimbel's, Pittsburgh; Halle Bros., Cleveland.

← Like monkeys love peanuts, you'll love this Madalyn Miller broadcloth patio dress, *opposite page,* midriff bared for coolness, scalloped for charm! Sizes 9 to 15, 10 to 18, about $15 at Halle Bros., Cleveland; Bjorkman, Minneapolis.

Temperature beaters



FAIR AND WARMER . . . sunny days ahead . . . and what to do about it! When the heat is on, you may find it difficult to appear the perfect lady, unruffled and coolly collected, unless you dress for the sun-days. You can be cool as a cucumber in fabrics selected with care; you can be a real sun goddess if you dare, if you bare.

Bare is the way of it this summer, if you want to keep cool. Your shoulders, your nice long legs, even your midriff can be bared to the gilding sun. You can achieve a glorious sun-tan, live in comfort all day long if you follow California's newest trend.

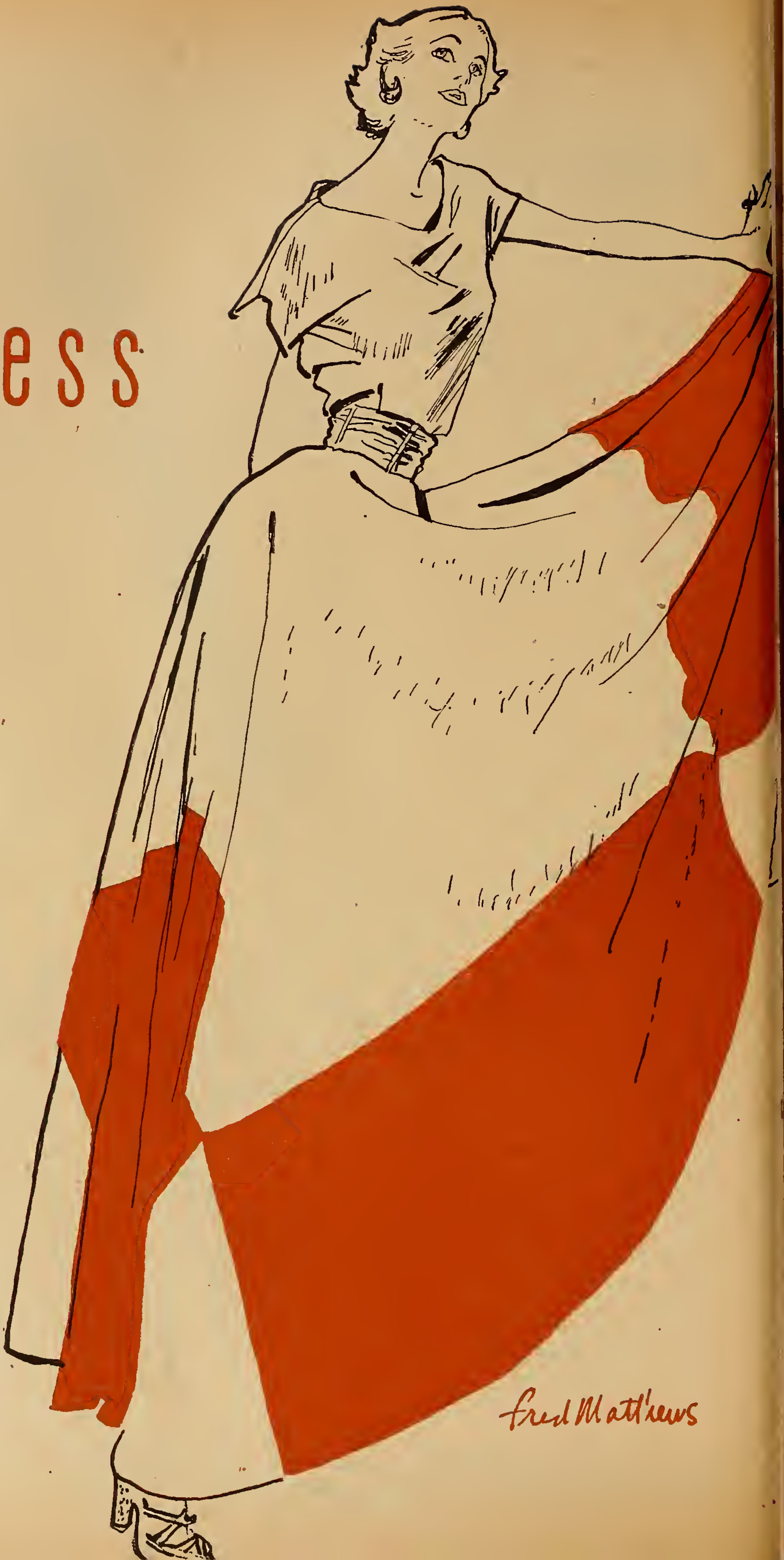
Sun dresses remove every hazard of your getting hot under the collar. Wear bra top or corselet bodice, with maybe the tiniest neck-tie to keep up appearances! Nice little cover-ups for more modest occasion are the boleros or capelets that cover bare shoulders when you want to go into town.

Yes, these are the clothes you really can "live" in all summer long . . . on the beach, in the country, in your own patio. Include two or three in your summer wardrobe and be ready for any occasion.

← Cool as an ocean breeze, this crisp pique beach coat by Lynn Lester. Wear it over sun or swim suits, over summer cottons. Sizes 10 to 16, about $18 at Frick's, Pasadena; Nancy's Hollywood.

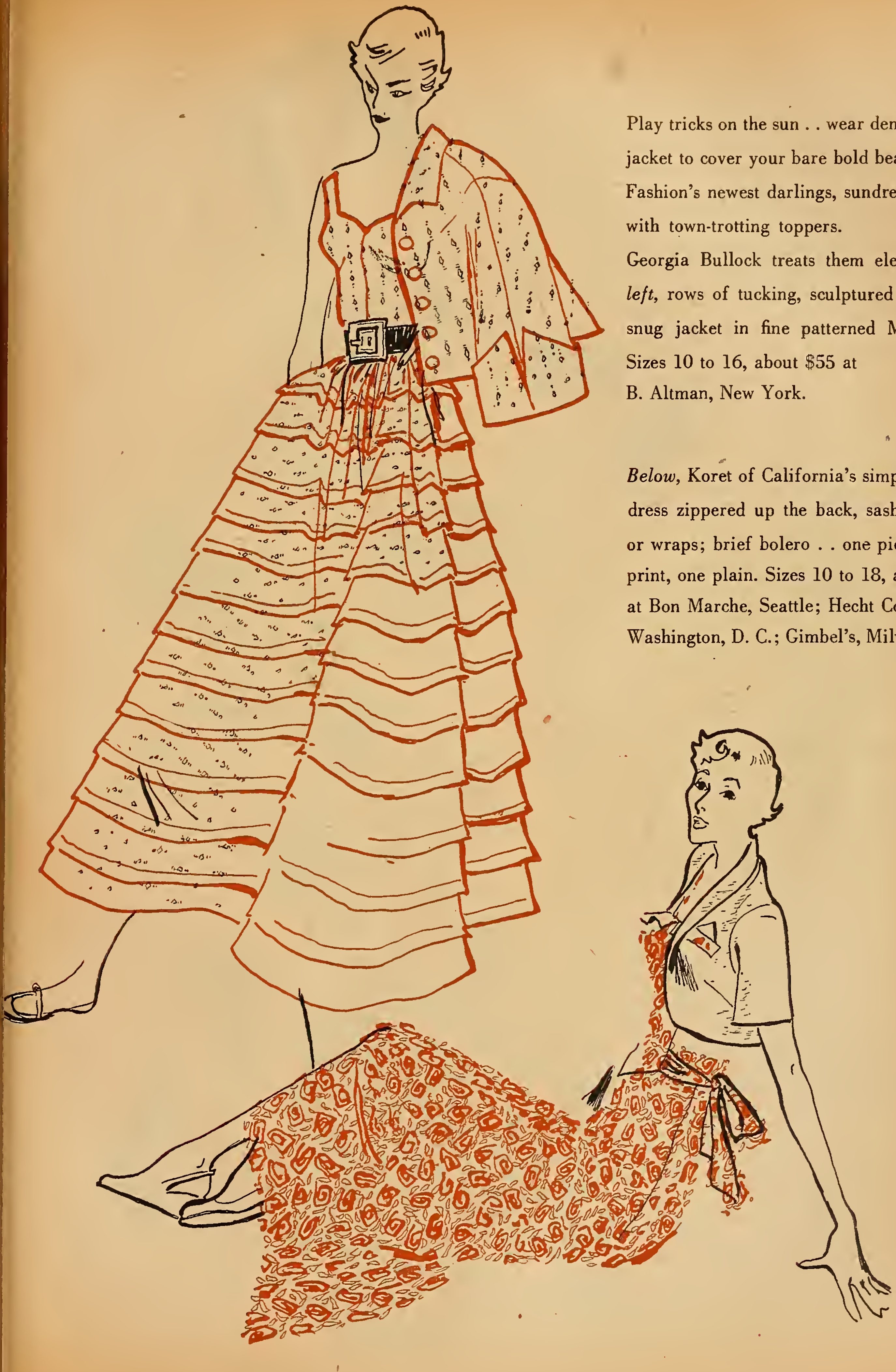
sun goddess

To glorify a girl, to make a goddess of you . . Addie Masters takes colors out of the sun, contrasts them boldly: Fiery red with lime or dazzling white; royal blue with lime or white . . two-color drama achieved by diamond inserts, crushed cummerbund. Patio dress for a lovely loafer, for a hostess . . in cool Celanese jersey. Sizes 10 to 16, about $35.

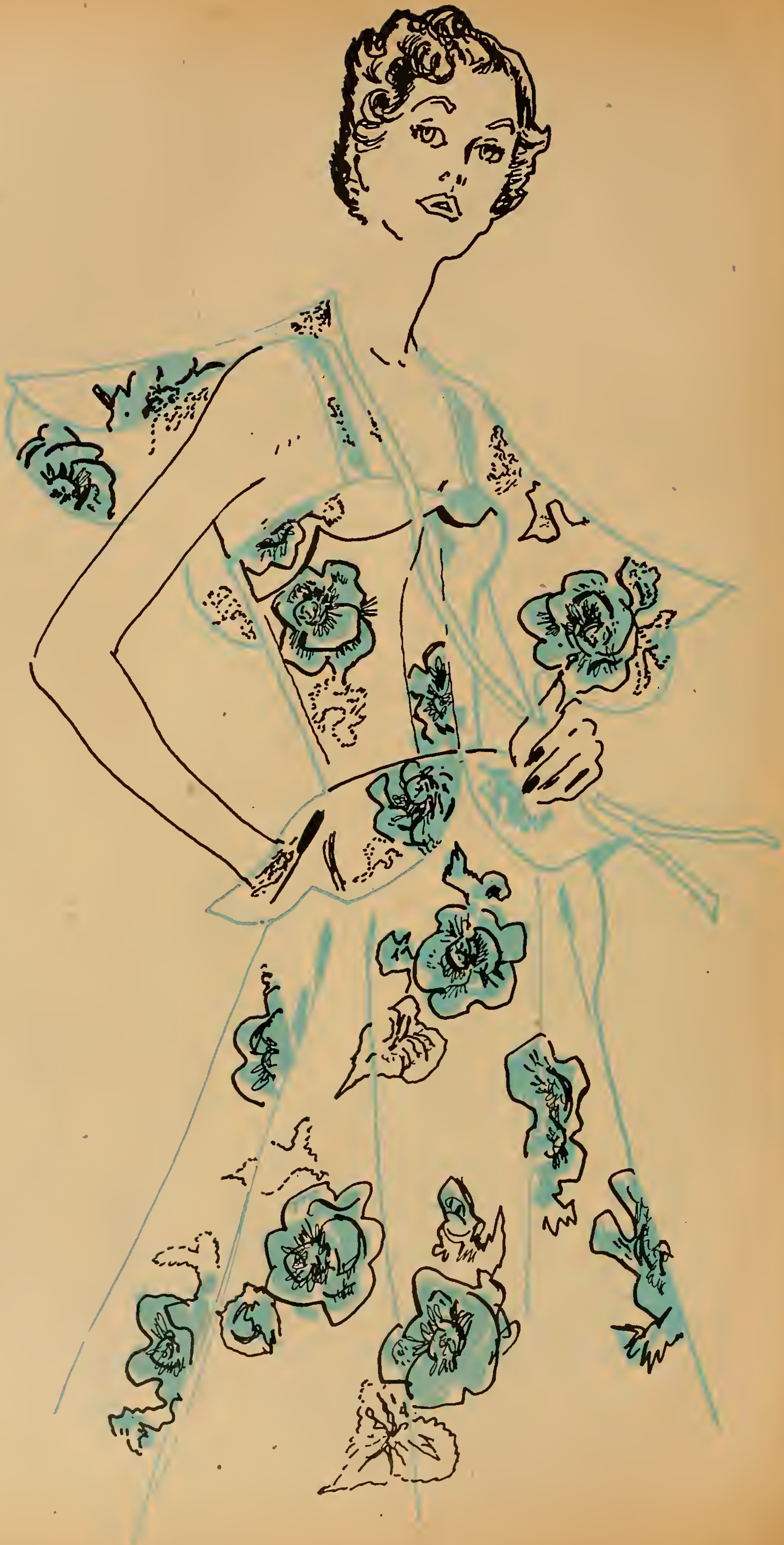


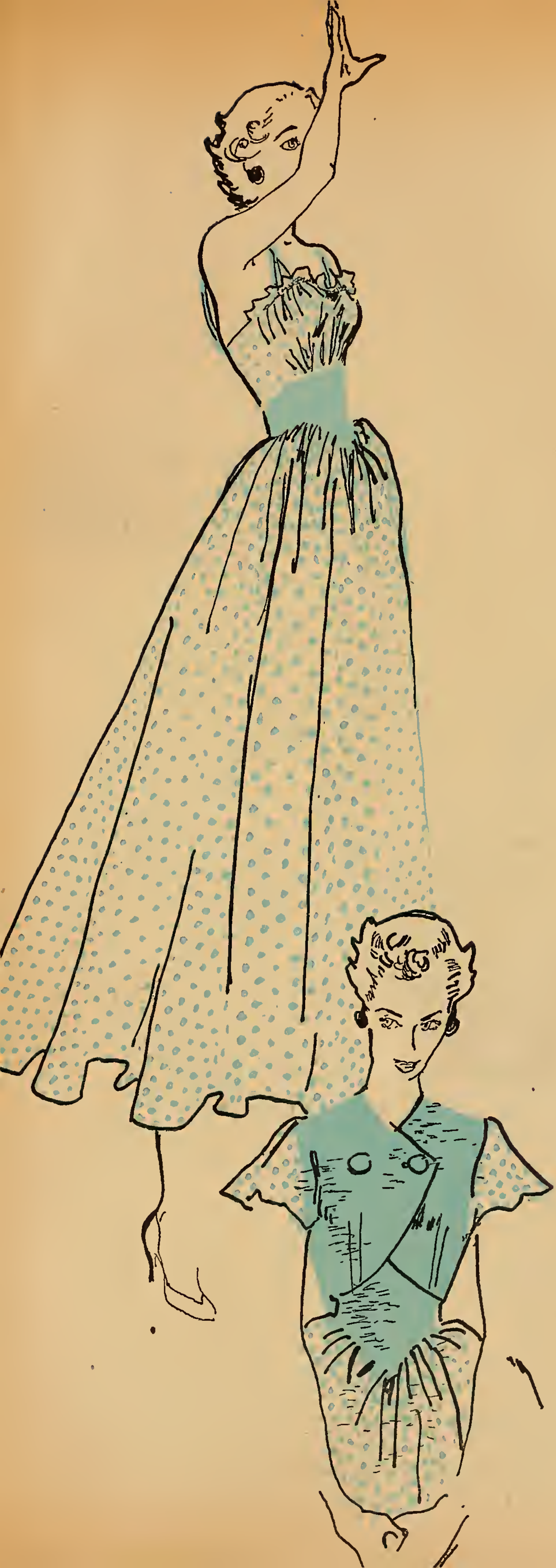
Play tricks on the sun . . wear demure little jacket to cover your bare bold beauty! Fashion's newest darlings, sundresses with town-trotting toppers.
Georgia Bullock treats them elegantly, *left*, rows of tucking, sculptured neckline, snug jacket in fine patterned Madras. Sizes 10 to 16, about $55 at B. Altman, New York.

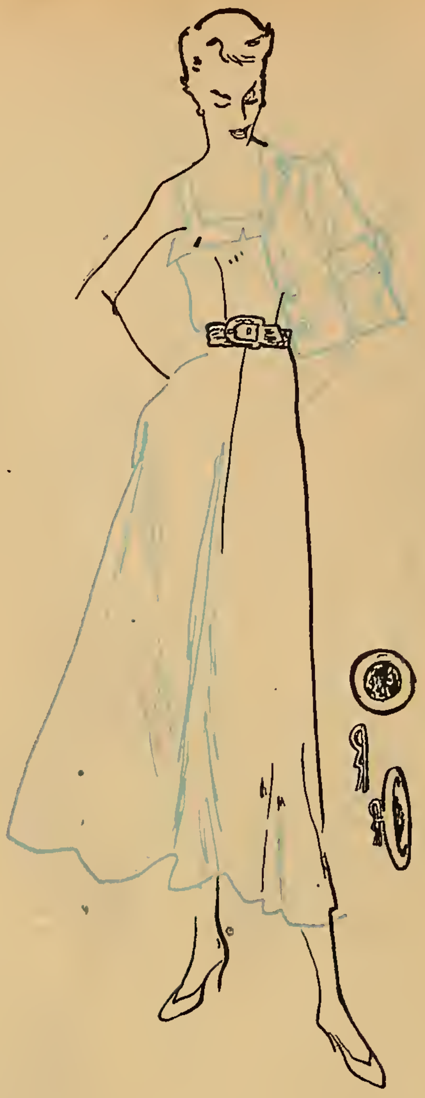
Below, Koret of California's simple sundress zippered up the back, sash that ties or wraps; brief bolero . . one piece print, one plain. Sizes 10 to 18, about $15 at Bon Marche, Seattle; Hecht Co., Washington, D. C.; Gimbel's, Milwaukee.



Take a cape, wonderful device to give city airs to your favorite sun dress. Rippling capelet circles bare shoulders of this sunner, scallops on peplum and cuffed neckline. M. R. Fleischman makes it in ribbed pique. Sizes 10 to 18, under $11.



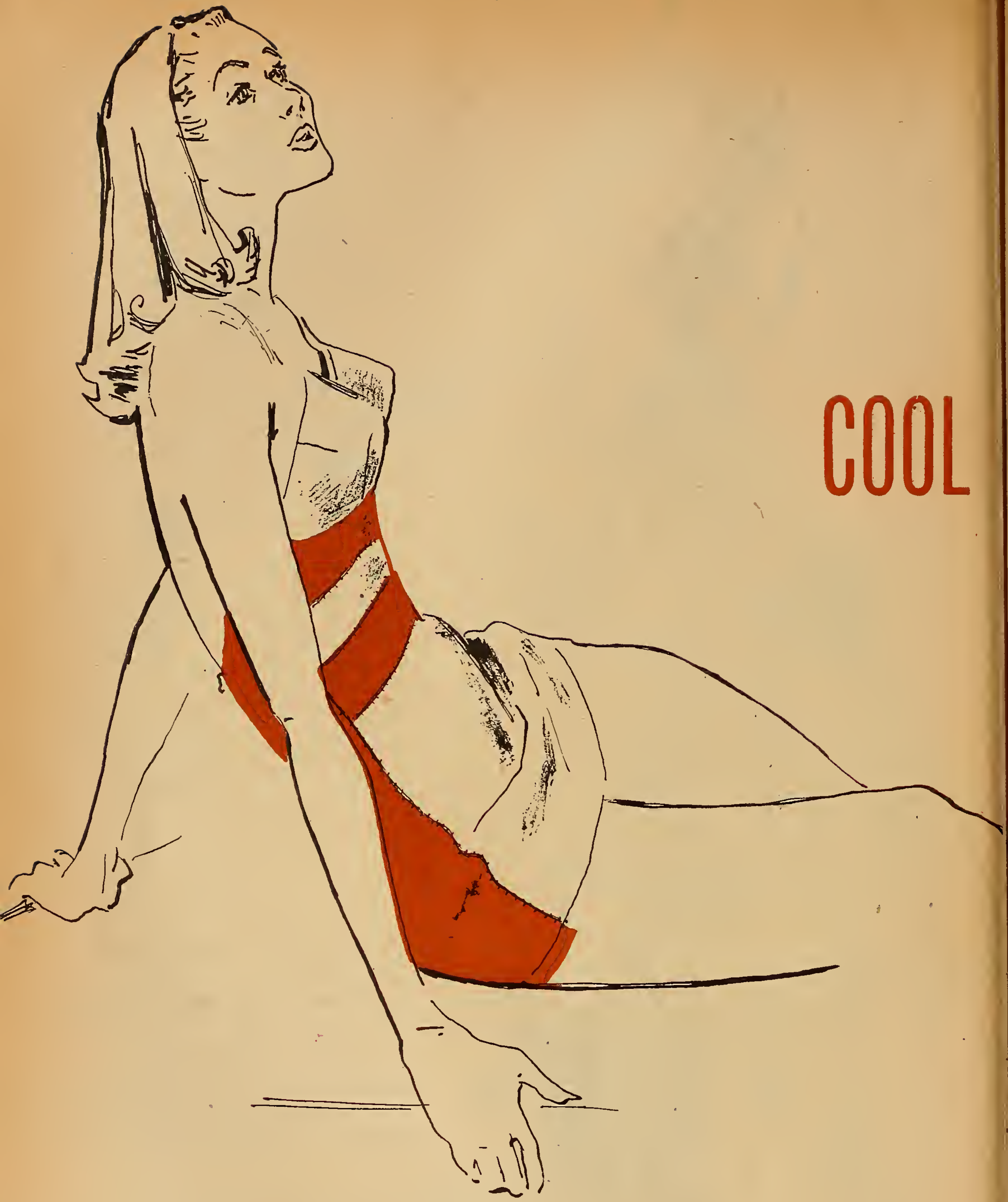




↑

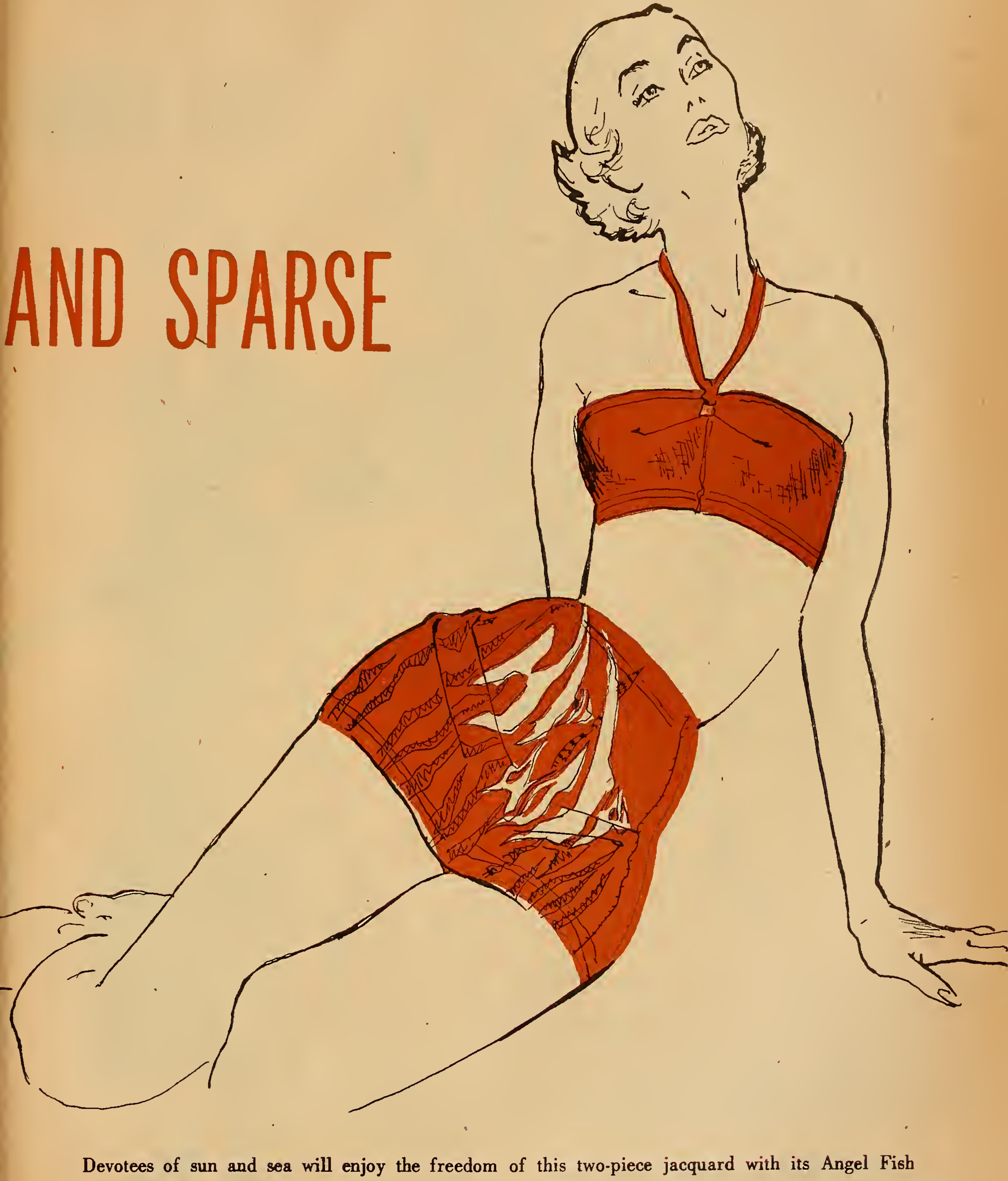
The eyes have it . . sun-sets of so many moods! *Above,* washable simplicity in Dan River Pavillion cotton . . . enlivened by straw belt and buttons (removable), by Royal of California; sizes 10 to 18, about $2

← *Left,* young tea-timer courts the sun, too . . dotted shantung with black accents in a sundress; shown, too, with its own brief bolero: Hollywood Premiere. Sizes 10 to 18, about $20 at Chas. Stevens, Chicago; Gimbel's, New York.



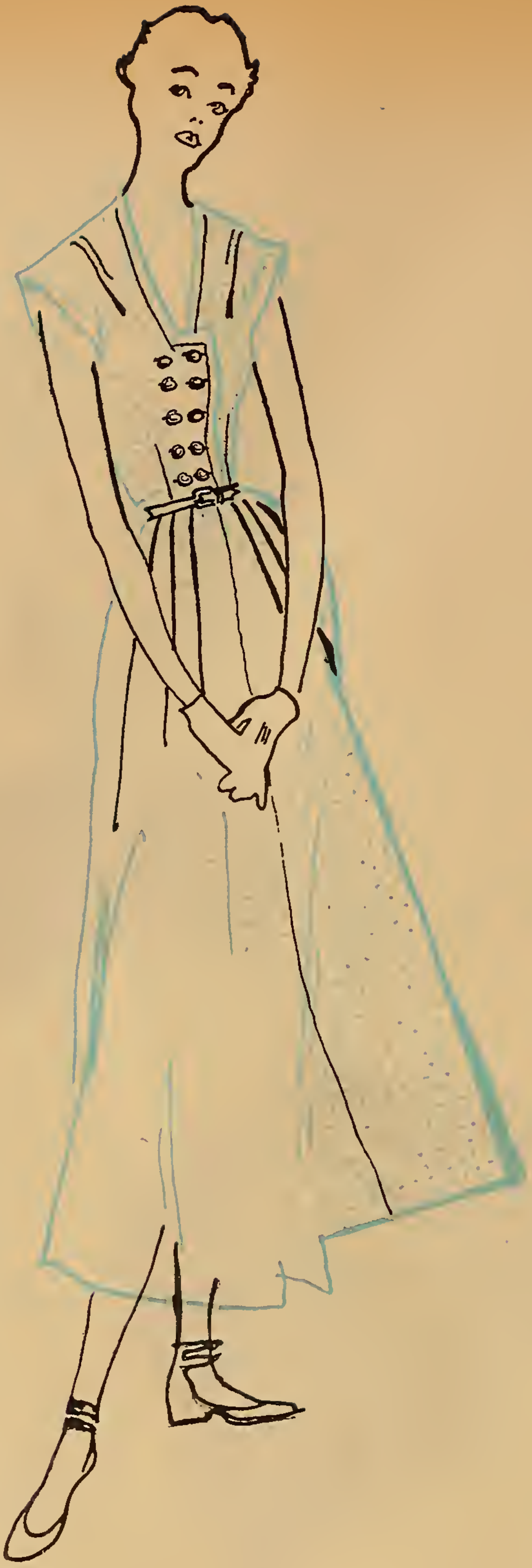
Prime refresher of a summer's day . . . the swim suit, brief and bare and beautiful! Caltex satin Lastex classic, double interest in the ingenious use of a secondary color . . . white with seaweed green, sandstone, or water blue . . . "fit" for a queen! These suits available at all better stores.

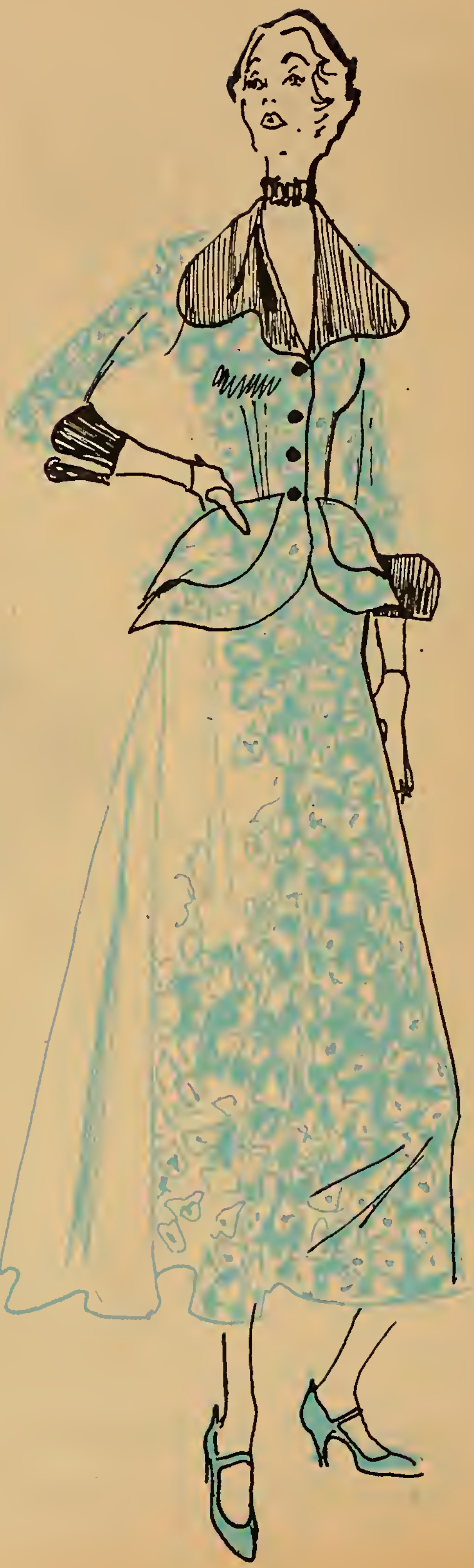
AND SPARSE



Devotees of sun and sea will enjoy the freedom of this two-piece jacquard with its Angel Fish design; Catalina Inc. Black and white, or white and coral in knitted Celanese and Lastex yarns.

COOL

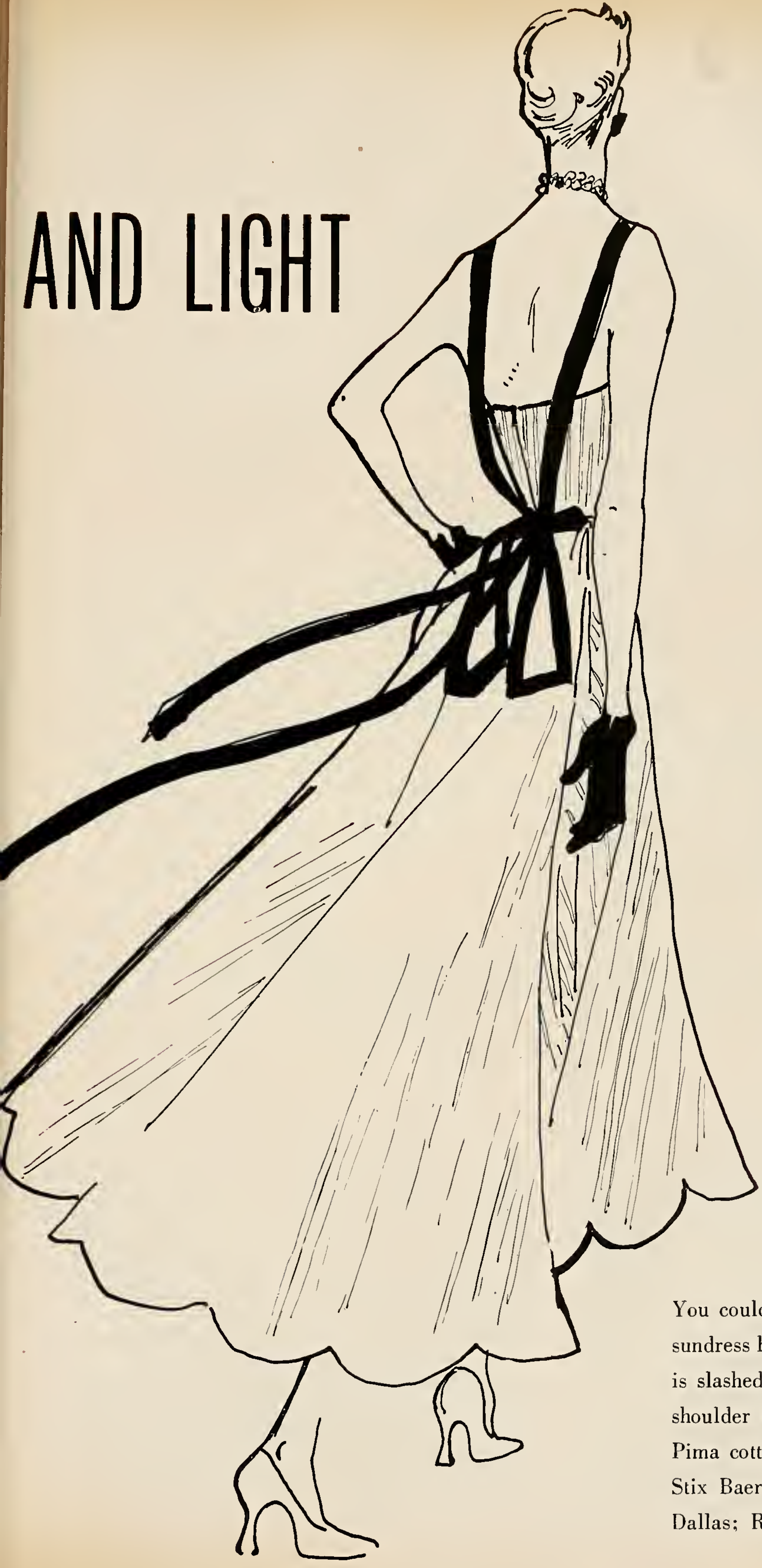




Take your place in the sun in white . . . pure white, or with dark, stark accents! Connie Foster's frost-white cooler of imported Madras, *left,* crisp and comfortable, sizes 10 to 20, about $30 at May Co. Designer Shop, Los Angeles; Harzfeld's, Kansas City; Kaufmann's Vendome Shop, Pittsburgh.

Right, white crepe printed in navy or black, matching faille details, in a two-piece softly tailored suit for town; sizes 12 to 40, under $25. By Fanya.

AND LIGHT



You couldn't be cooler . . . this lighthearted sundress by Pat Premo, in palest pastels or white, is slashed deep in back with cocoa brown shoulder straps in backward bow. Satin-striped Pima cotton; sizes 10-16, about $25 at Stix Baer & Fuller, St. Louis; Neiman-Marcus, Dallas; Robinson's, Los Angeles.

Harrison's "Vacation With Pay" is the first of his works to be published by The Californian, but C. William is no novice. For twelve years he has been writing detective stories for the pulps . . and his spine-ticklers have made the last two years' anthologies. The Harrisons . . father, mother, Ronald W. and Judy Ann . . live in Fontana.

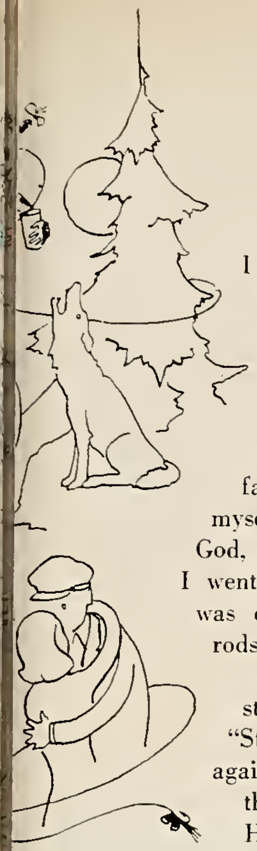
VACATION WITH PAY

by C. William Harrison

AFTER YOU have been married for eleven years maybe you will understand how these things go. During that time I had accumulated, in addition to a husband with an insatiable appetite for mosquito-ridden trout streams, two bewildering children, one canary, and a shaggy dog of uncertain ancestry. Children, so say the sages, are a great comfort when mother grows old, and mine, in their lovable ways, seemed intent on getting me there quicker. The canary never sang, and the dog made it known shortly after joining our circle that she was a six-in-one addition to our family. And Steve . . who could ever imagine a rabid trout fisherman playing the role of Cupid?

Steve came home on this Saturday afternoon that started my most recent crop of gray hairs, gave me the customary eleven-years-married kiss, changed into a T-shirt and cords, and disappeared immediately into the basement. It was all right with me if he were in a mood for tinkering. His gadgets would have given Rube Goldberg nightmares, but they kept him out of my way while I finished the cleaning.

When I switched off the vacuum I could hear him in the basement, making with "Peg O' My Heart" in that peculiar off-key that speaks of a contented male blithely dreaming up something which only the most patient wife could tolerate. I hoped he wasn't trying to redesign the plumbing system again. The last time I got hot water every time I turned on the gas jet.



I went to the basement door and called down hopefully. "Cleaning the basement, dear?"

"Nope. Just laying out the things I'll need. Have you seen that box of flies I bought last year?"

"Why, I believe I put . . ." Words failed me. I swallowed, trying to assure myself that this just couldn't be. Please, God, not again!

I went down the stairs, and sure enough he was digging out his fishing equipment, fly rods, reels and tackle . . even the old felt hat and the ancient, stained slacks he stubbornly refused to allow me to wash.

"Steve." I took a deep breath, plunged in again. "Steve, darling, don't tell me . . . this isn't . . . it can't mean . . ."

He grinned up at me just like the six-year-old who won the pony at the raffle, "Vacation, baby. Beginning as of this minute. Gosh, I forgot to tell you, didn't I?"

I closed my eyes tightly. "A matter of no importance."

Just then my nine-year-old son blasted his way through the screen door, skidded across the kitchen, and yelled down the basement stairs to me.

"Hey, mom, guess what? We beat the Dodgers twenty-nine to seventeen, and I knocked two homers, and I'm ravishing."

I waved Ronny toward the cookie jar, listening numbly to Steve's exuberant chortling.

"The boss called me in just before noon. 'Want the next two weeks for your vacation, Hannon?' . . . 'Anything to accommodate you, sir' . . . 'Your advertising copy hasn't been up to par lately, Hannon. Forget business for a while. Do a lot of fishing, my boy, and relax' . . . 'I may do some fishing, sir, but I'll never forget my obligations to the Elsworth Advertising Agency'."

I stared bewilderedly at Steve, trying to catch up with him. He was as happy as a movie star with his annual bride, and I tried to break the grief gently.

"But, Steve, dear, you can't . . . you simply can't take your vacation now. It's impossible. I'll have to give Aunt Stella at least a month's notice if I get her cottage at the beach."

He waved his hand airily. "You're not going to the beach this year, baby."

"But—but—but . . ."

Then he exploded his bombshell. "This year you're going to the mountains with me. Camping. Fishing. The boss insisted that you and the kids come with us."

I gripped the stair rail tightly. "Us? Did you say *us*?"

"Sure. The boss is coming, too. Bringing Janice Dane with him. She's the gal he's going to marry if he ever proves to himself that it's true a man is better off by taking unto himself a woman."

Well, that's how it goes. Just when you think the world is strong and solid under you, you find yourself sailing end over end through space. I stared emptily at Steve.

"But you've told me dozens of times that Phil Elsworth detests fishing."

Steve grinned. "He thinks he does. He's never tried it. I'll teach him, and he'll love me for it. It'll get me that raise I've been wanting, baby."

It sounded to me more like the end of a good job. Steve Hannon taking a neophyte with him on his fishing vacation? It would be cataclysmic, if not worse. I knew. When it came to trout, Steve's lack of patience was monumental, and his vocabulary when he missed a cast would curl a mule-skinner's hair. And in addition to trout, Phil Elsworth had an aversion to swearing.

I protested desperately. "We simply can't do it. I'll need time to make arrangements for the canary."

"We'll rent Joe Cramer's camp trailer and take the bird with us."

I remembered the dog, and said grimly, "Bess is going to have pups."

Steve had an answer for everything, and his reasoning was a thing of marvel. "Dogs never have pups on a fishing trip. We'll take Bess with us. The fresh air will do her good. Remember what the doctor advised for you?"

I glared at him. "Steve Hannon, don't you draw a parallel between me and that . . . that . . ." I sighed and gave up.

So we rented the trailer and pulled out early Sunday morning, with Steve's boss following in his new convertible. It was a beautiful day, clear and warm, with bright splashes of color showing on the desert. We went up highway 6 to Bishop, and there turned off on a narrow dirt road that the California promotion boys would never tell you about. The road eventually led to Steve's favorite trout stream high on the east slope of the Sierras. When we finally got Steve's signal that this was the place, we were half a mile or more off the dirt road and in a pine-shaded glen that was complete with grass, an ice-water trout stream, and a million mosquitos and deer flies.

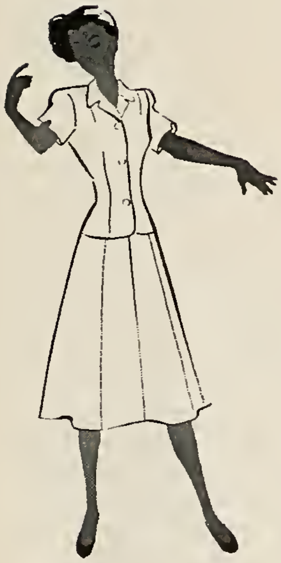
I watched Phil Elsworth walk around his new car, frowning at the dust and tree limb scratches in its beautiful new paint. But Steve was oblivious to such disturbing indications.

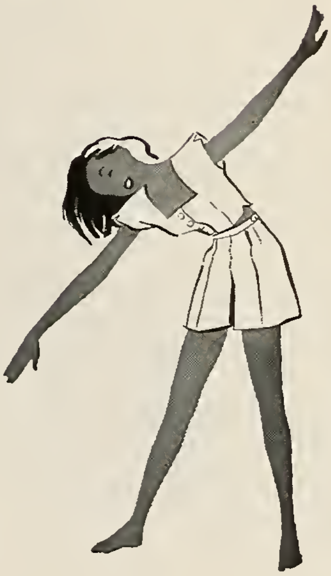
"This is mighty important to us, honey," he cautioned me. "If we show the boss a good time that raise is a cinch. Act like you enjoy every minute of this. Just be your natural gay self." I eyed him suspiciously, but he was dead serious, the goof. "Keep the dog out of the way while we're fishing, and don't let the kids get out of hand. We want to impress the boss with how wonderful our married life is, and how equally wonderful it will be if he marries Janice."

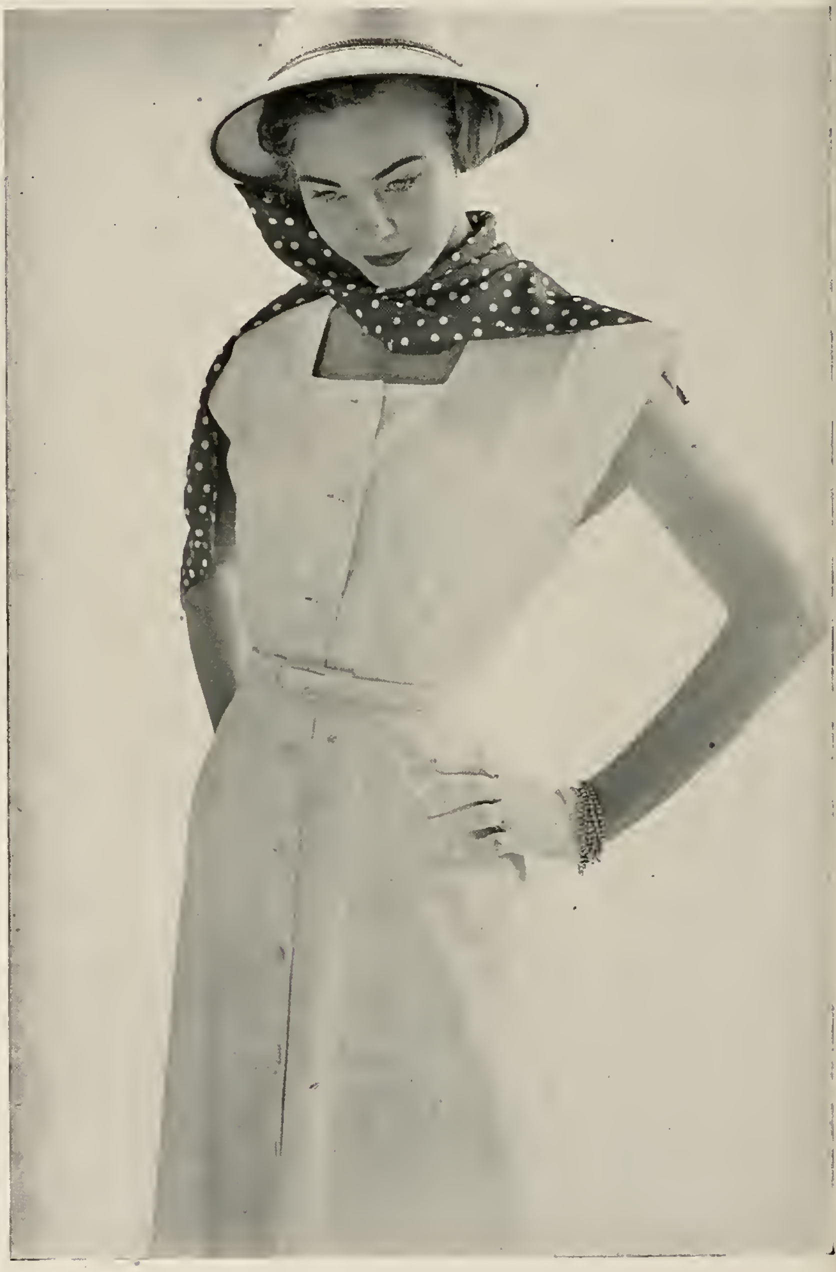
I should have brought hob- (*Continued on page* 54)

TRADE-LASTS

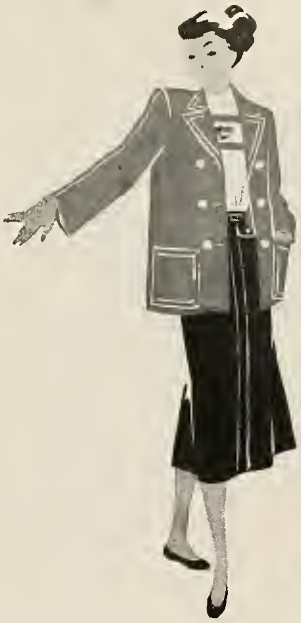
These are the bread and butter go-togethers, summer time coordinates to glorify vacation days or to make a city-slicker of you. Mixable magic and wardrobe stretchers, too! Tabak of California makes a stand with blazing white pique . . . simplest kind of a dress that takes wonderfully to accessory changes; jacket and skirt of the same sweet dignity. Bra or square-cut midriff to wear with shorts. Dress, about $25; jacket and skirt, about $25; midriff, about $9; shorts and bra, not shown, about $11. Sizes 10 to 16, at Carson's, Chicago; Rich's, Atlanta; Gimbel's, Philadelphia.



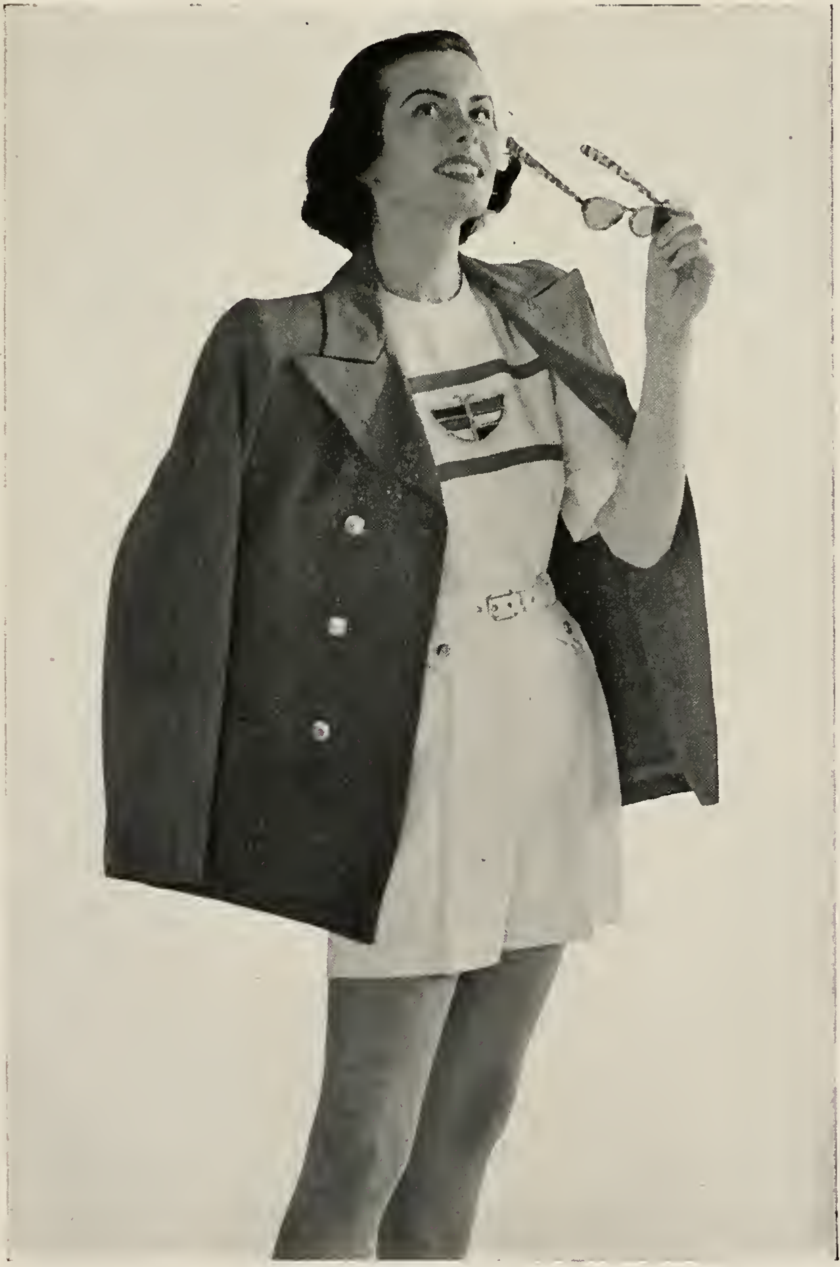


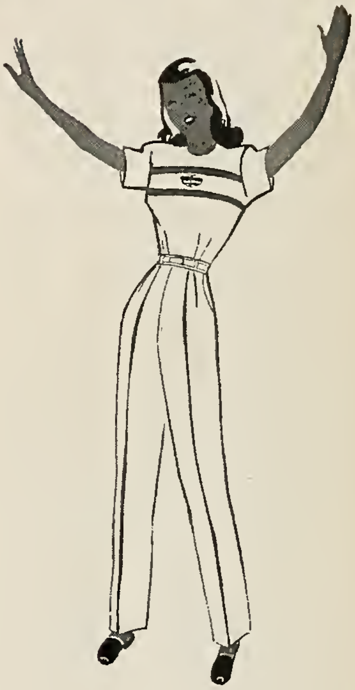


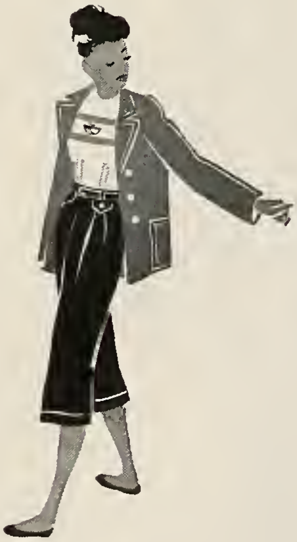
With a nautical air! Active sports will find many an occasion when these crisp tailored play clothes will be just the thing. Based on gabardine, Hollywood Premiere makes the trim little pea jacket with double-buttoned front . . . to wear with sharply tailored slacks, pushers, or skirt. Tissue faille blouse with brilliant emblem to wear with these mix-matchables . . . so hooray for the red, white, and blue colors as tailored for you! Blouse. about $13; jacket, about $17; shorts, about $8; skirt. slacks and pedal pushers, about $10 each. Sizes 10 to 18, at Gude's, Los Angeles; W. H. Block, Indianapolis: J. N. Adam. Buffalo.

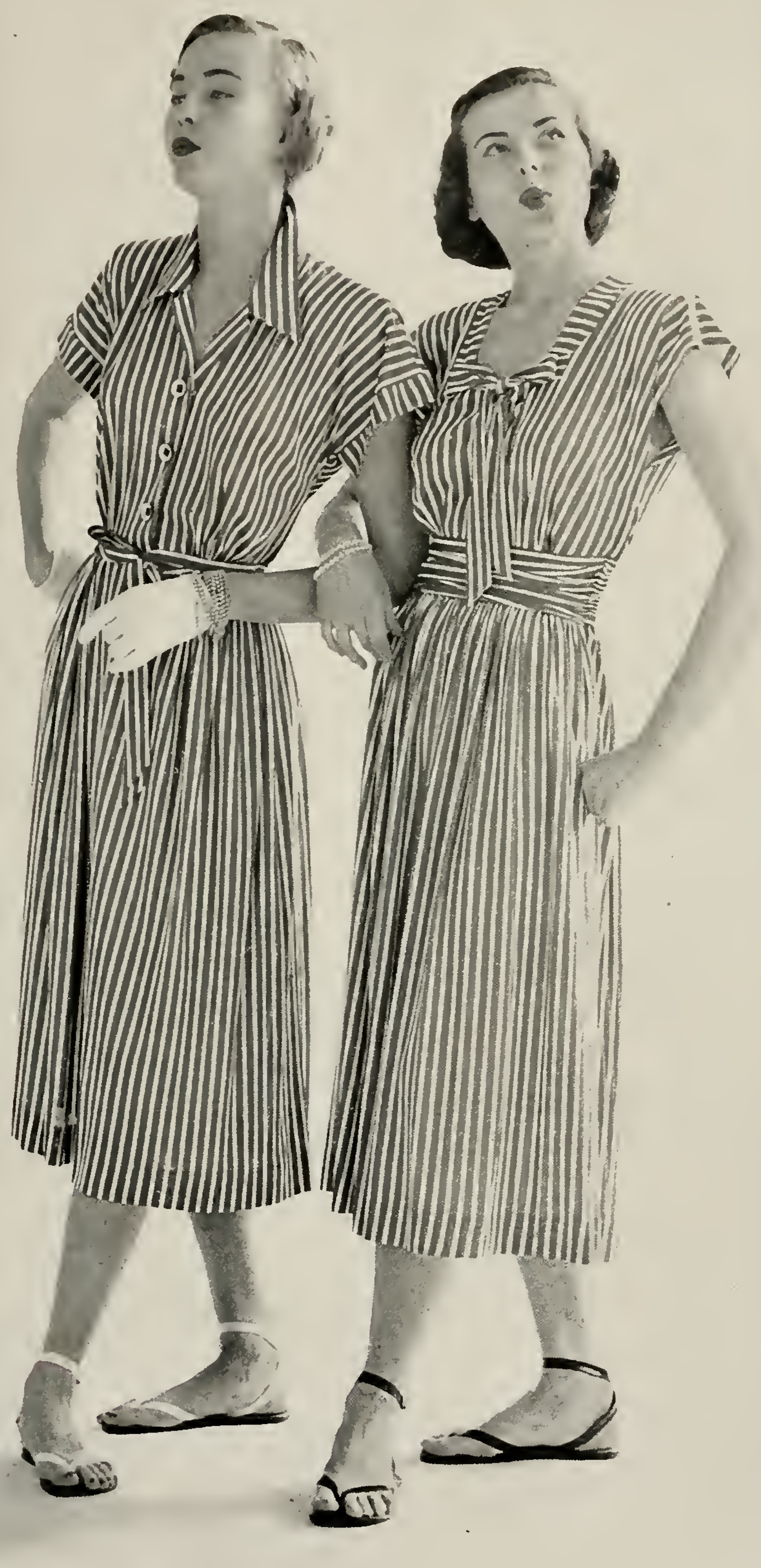


CHRISTA









CHRISTA

COOL as a frosted drink

There's something about a stripe that prolongs your pleasure in a dress! These, by Lady Alice, in mint green and white are variations on a theme, in heat-shedding rayon jersey. *Far left*, with suggestion of a peplum, with soft front fullness . . . about $13; *center*, the classic shirtmaker setting stripes horizontally for fun, about $11; *right*, the cummerbund treatment, the deep square neck, about $11. These are the basics you wear with a big cartwheel hat or a bandeau, with citified accessories or barefoot sandals like these by Stylemaster. Timely trio for travel, for just all-round good fun. All three available in cherry, chocolate mint, blueberry mint, and licorice . . . with white; in sizes 12 to 18. See page 58 for stores where these fashions are available.

bare...

1

2

bare..

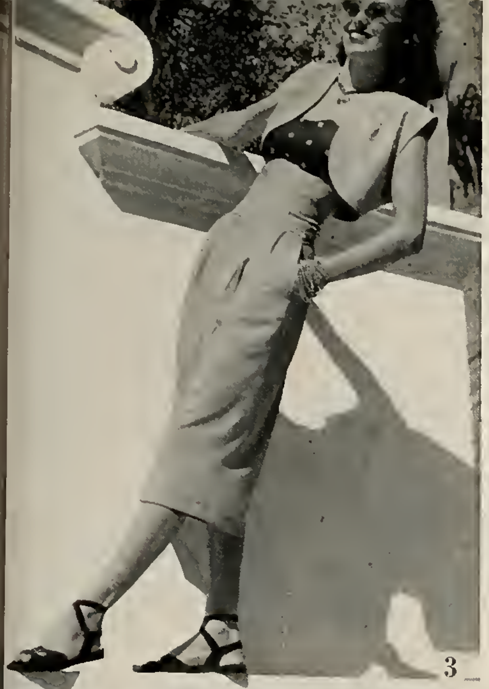
4

5

barer.

7

8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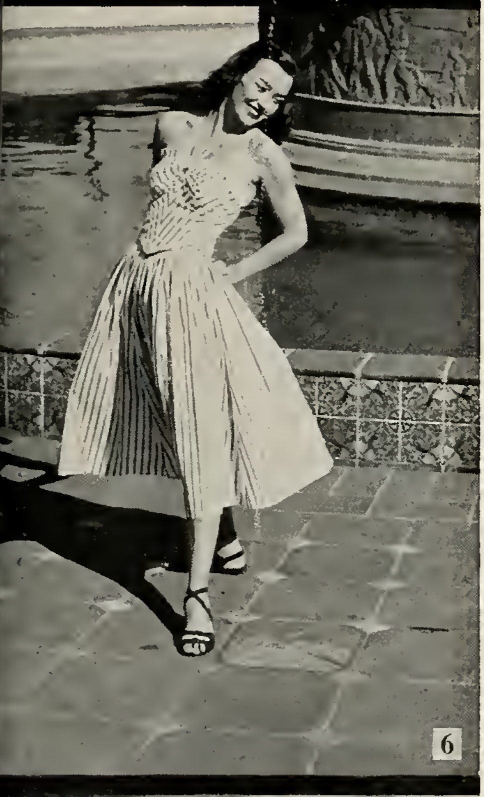
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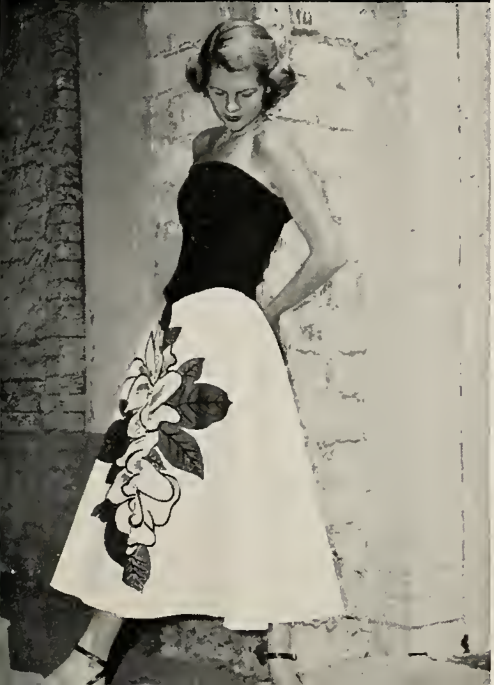

PARKER-REED

1. Bare underneath, demure to see . . . Pat Premo gives you "everything" in a play ensemble; brief bra and shorts, a button-up dress easy-on . . . to wear any day; rainbow-striped cotton.

2. Good sports, these . . . play-minded little-boy rayon shorts, trim and snug for active bodies, tightly cuffed for extra smartness; gay cotton plaid classic blouse. California Smarty's.

3. Pedal pushers, cummerbund and bolero . . three of fashion's favorites in a Hollywood Casuals rayon play set for sun-days and fun. Back zipper closing. Vic Colton's sandals. Coro jewelry.

4. Glazed chintz takes smartly to the ruffled top midriff, sun-seeking and young . . . with slim-tailored pedal pushers for fun. A sun-shiner for sure, it's so perky and fresh; by Blair.

5. Louella Ballerino sun-dress bares back and shoulders, a tiny string halter concession to security! Brief capelet split up the back, too . . unusual treatment to coveted fashion . . cotton print.

6. Bare corselette top wasping the waist to release full swirling skirt in picturesque fashion; back-button . . . interlined shorts to match. F, B. Horgan's 3-piece inspiration in Dan River Dantone.

7. Bared to the waist in back, and laced . . . Joy Kingston's sundress of Ameritex satin-striped chambray, mitred stripes manipulated for flashing interest; dolman-sleeved button-up jacket.

8. Bare perfection for patio wear, Cole of California picturesque costume in Everglaze chintz, off-shoulder ruffled midriff with the same ruffled interest at the waist of the long flaring skirt.

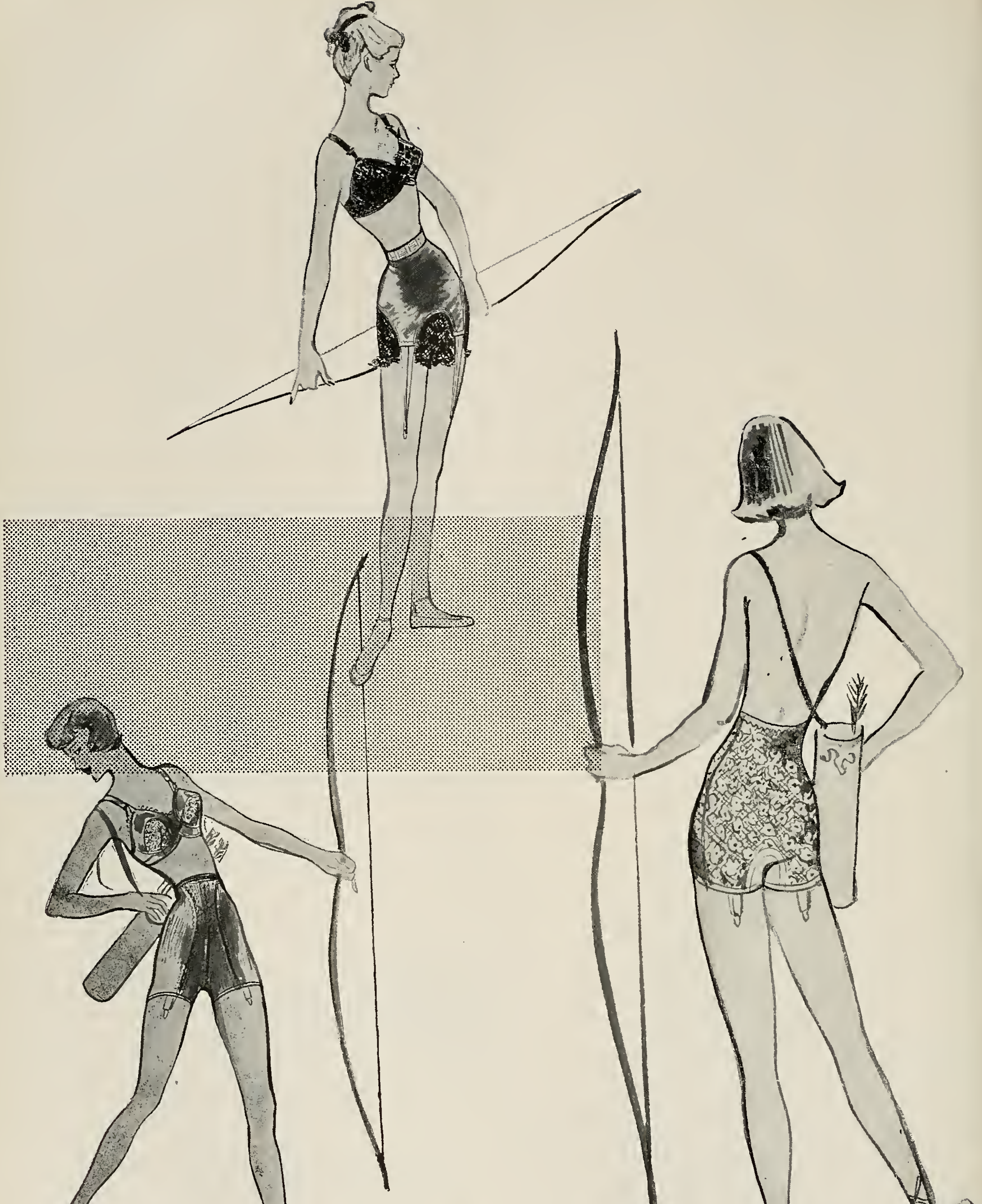
9. Something new under the sun . . . the stayed corselette, laced up the back for adjusting size, zippered at side for easy wearability; skirt with colossal hand-blocked magnolia. "Balladiere," by Ardan of California, to capture the freedom of living.

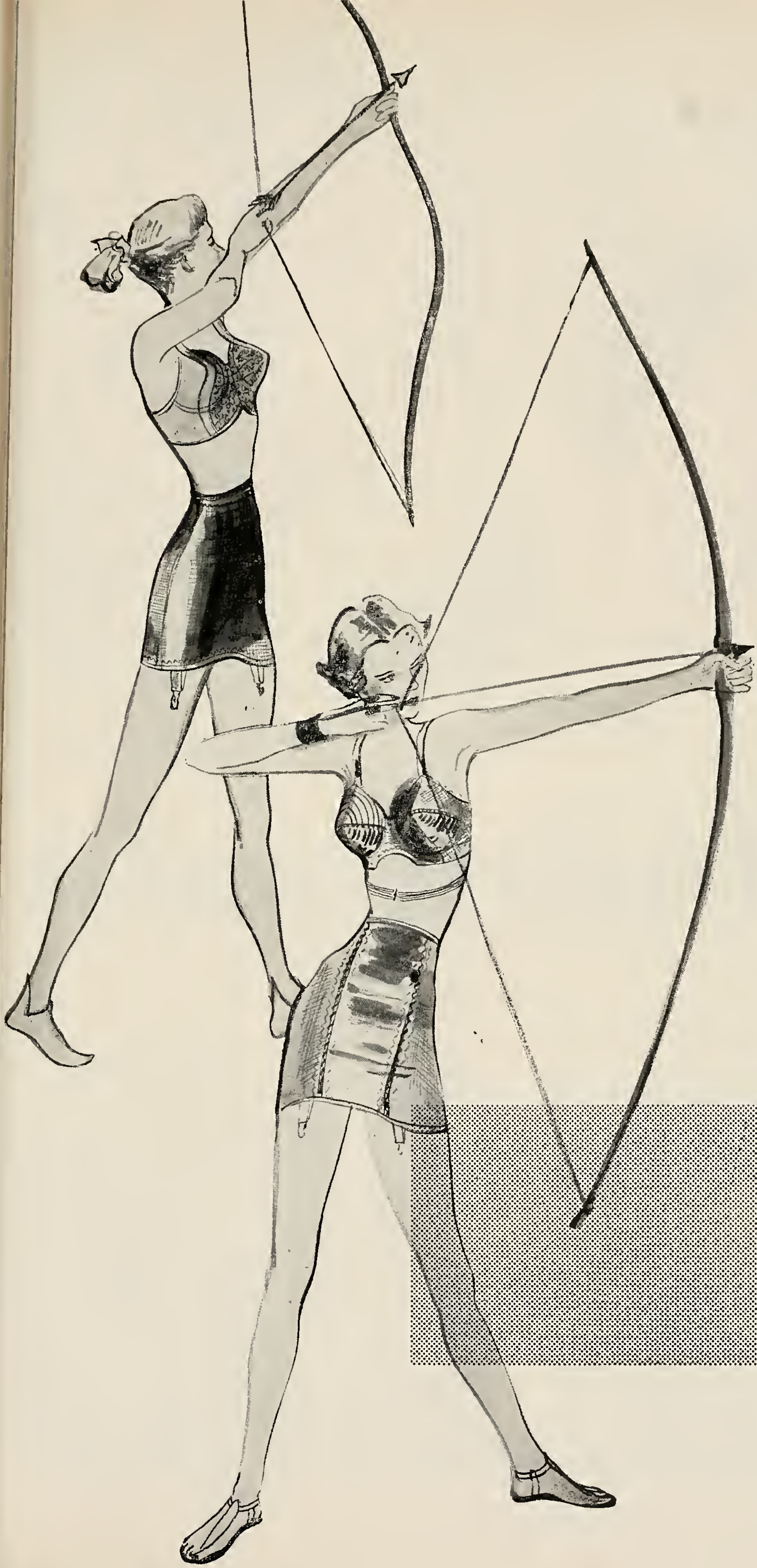
A
HALL SEE ME

Beauty is a Bride

On that memorable day you will look your loveliest in a white Burmil satin gown, the bridesmaids in pastel Bates Chamikin with horizontal tucking motif. By Emma Domb; accessorized by May Company Bridal Shop, Los Angeles. Sizes 10-16. Bride's gown about $40, bridesmaids' about $25 each at the May Co., Los Angeles; Younkers, Des Moines; Hecht Co., Washington, D. C.; Macy's, San Francisco; Saks 34th St., New York.

PARKER-REED





Aim for the California label to find the best in foundation fashions! *Opposite page above*, Nu-Adjust bra plus a satin lastex garter belt, both by Sho-Form. *Far left*, Tre-Zur's patented plastic insert bra . . . California Foundations, Inc. panty girdle of leno. *Opposite page right*, lace power net panty girdle by Damsel of Hollywood. *This page left*, Cordelia's broadcloth and lace bra . . . a tissue-weight girdle from Beverly Vogue. *Right*, evening bra and panty girdle, both by Helene of Hollywood.

California

LUNCH IN LEISURE . . THE CALIFORNIA WAY!

Lunch, as such, is a comparatively recent meal. Our ancestors dined at noon . . even before noon . . . as the word, dinner, comes from dixieme heure . . . in the morning, that is. Then along came some dame of fashion who pushed the dinner hour back, just to show that she could get away with anything. That started it. It became a game to see which hostess could serve the latest dinner.

The only drawback to this meal jockeying was that hunger didn't regulate itself to the new hours, and so another meal was introduced: Lunch. The name is said to have come from the Welsh "llwne" which would mean lump if you could pronounce it. Could be, but by the time lunches became as popular as late dinners they were far more than a "lump of cheese and bread."

By 1861 things had reached an all time high: A noon meal given for Mme. James Gordon Bennett consisted of fifty-five dishes, starting with oysters and continuing with soups, fish, hors d'oeuvre (that's where they came in the menu), cold pieces (aspics, galantines, and such), entrees, roasts, entremets (sweet dishes), ices and fruits. The ladies partook of each course, if not of each dish, and, of course, the meal was called a luncheon! By the end of the last century noon diners were looked down upon by the smart set . . luncheon was the thing. This snobbery, for such it was, was voiced by Chef Herman Senn when he said "Now, the lunch especially among the upper classes, has become a fashionable meal."

Here in California it was different. The early Spanish settlers had a noon-day meal which they called, unblushingly, "comida de medio dia," which meant "middle of the day dinner." They already had two previous meals; the first, to break the fast, was "desayuno," and was merely a snack of tostados (toasted tortillas) and chocolate or coffee. Then came the meal which we'd probably call brunch. They said "almuerzo" and they ate fried beans and tortillas, perhaps with chorizo (sausage) and eggs. With twelve o'clock came the ringing of the Angelus, the noon prayer and "comida de medio dia." A well-chosen meal it was, too. A stew, with meat and vegetables, a salad of native leaves and herbs, tortillas, cheese and wine. What's the matter with that? It certainly has it all over many of today's midday meals; either the "tuna-on-wheat," gobbled while topping a drugstore stool, the overdone chop and underdone pie partaken of at a so-called restaurant, or the "too utterly devastating" food usually dished out at a ladies' luncheon. But let's not talk about them

. . let's talk about California lunches at their best: Summer lunches. served unhurriedly on the patio or with the house thrown open to the outdoors; informal lunches, where keen appetites, sun-gilded complexions, comfortable Californian clothes and . . vacations willing . . the gentlemen, all add up to the nicest kind of party.

SUMMER LUNCHES

Boula Soup
Eggs Bachelor Peas with Onions Dry Semillon
Romaine Salad
Camembert Mariné Crackers Coffee

The Boula Soup is a quickie: Mix together a can of condensed pea soup and one of green turtle soup or of consommé. Heat, season with a tablespoon of sherry, and pour into individual heat-proof bowls. (Use either earthenware soup pots or ovenproof glassware in the size that could pinch-hit for a finger bowl.) Top the soup with a generous amount of salted whipped cream and slip under the broiler until it browns. The soup also may be served chilled, in which case the topping is lightly dusted with curry powder or ground coriander instead of being introduced to the broiler.

The Eggs Bachelor is simply made, too. Toast split English muffins or rounds of bread; top them with sliced smoked salmon (lox), then with nicely poached eggs. Mask with a cream sauce (real cream, or at least top of bottle, please) delicately seasoned with anchovy paste.

The Peas with Onions is just that . . green onions are cut in pieces the size of peas and the two are cooked gently together, then seasoned with butter and salt. The salad is romaine simply dressed with olive oil and red wine vinegar. The camembert mariné is a recipe which has already appeared on this page . . it is in the reprint of California Cooks, available to you. A white wine . . say a dry semillon . . would be nice with both main course and dessert.

Melon with Smoked Turkey
Chicken Livers and Mushrooms en Brochette Vin Rosé
Spinach Timbales Tiny Muffins
Coeur a la Creme

Cooks

BY HELEN EVANS BROWN

The Melon, either a cantaloupe or a honeydew, is cut in wedges and served with thin, thin slices of smoked turkey or, if you prefer, of ham.

The Chicken Livers and Mushrooms are strung alternately on skewers, dipped in melted butter, and broiled. This may be done on the outdoor grill over charcoal.

The Spinach Timbales are really mock timbales . . lightly cooked fresh spinach is chopped fine, seasoned with salt and pepper, mixed with just enough sour cream to hold it together, then pressed into individual molds. When turned out on the plate they are sprinkled with finely chopped hard boiled egg. A vin rosé, a delightful pink wine, should be perfect with this meal.

Coeur a la Creme, a classic French dessert, is made by softening cream cheese by mixing it with a little cream, adding a pinch of salt, then molding it in a heart-shaped mold. (The French use little wicker baskets, but any heart-shaped mold will do . . either individual or large). Unmold, pour a little cream over the top, and serve with bar le duc or with wild strawberry preserves, if you want to be conventional, or with any good preserves. Crackers, French bread or Melba toast accompany this dessert.

Buttered Radishes
Chipped Beef Parmentier Beer
Asparagus Pickled Beets or Spiced Apricots
Lalla Rookh

The Buttered Radishes are just that except that the guests do the buttering. Tiny hot rolls, sweet butter and crisp radishes prepared with a bit of the stem left on. A bite of hot roll, dripping with melted sweet butter, then a bite of peppery radish, spread with the creamy stuff . . what could be better?

The Chipped Beef Parmentier is a baked potato which has had its insides removed, mixed with butter, salt and pepper, then returned to the shell to half fill it. Creamed chipped beef fills the shell to the top, then a little of the potato mixture is piped around the edge for pretty's sake. All is browned before serving. The asparagus may be served either with Hollandaise or with melted butter and the choice of beets or apricots is yours. Ice cold beer would taste good with this.

The Lalla Rookh is an easy dessert worth adding to your permanent files . . vanilla ice cream, your favorite kind, has a tablespoon of Jamaica rum spooned over each serving.

Clam Consommé
or
Iced Clam Juice
Crepes Strassbourg Sauterne
Bacon Braised Leeks
Cherries on Ice

The first course may be either hot or cold, though I believe I'd choose the consommé with this menu. Like a cup of hot tea, a hot clear soup is sometimes very cooling on a summer's day. Top the soup with a little salted whipped cream, tinted, if you dare, with saffron.

The Crepes Strassbourg are, as you've guessed, paper-thin pancakes spread with paté de fois gras, and rolled. (If this doesn't suit your budget, mashed liverwurst, mixed with a little cream, is an excellent substitute.) Serve crisp strips of bacon with the crepes. The leeks may be hard to find in your neighborhood . . if so, substitute green onions. With either, split, remove most of the green part, wash thoroughly, then braise in a little consummé.

The Cherries on Ice are the easiest and one of the most refreshing desserts in the world. A tray piled high with chopped ice is decorated with green leaves, then heaped with clusters of the largest, ripest, juiciest cherries you can find.

Cold Borscht
Ham and Asparagus Rolls Mushroom Sauce
Stuffed Tomatoes Corn Bread Sticks
Creme Brule

Cold Borscht. This is a shortcut recipe. Combine the juice from two cans of shoestring beets with a can of consommé and an onion stuck with a few whole cloves. Simmer ten minutes, remove the onion, add three tablespoons of red wine vinegar and chill. Serve with sour cream on top.

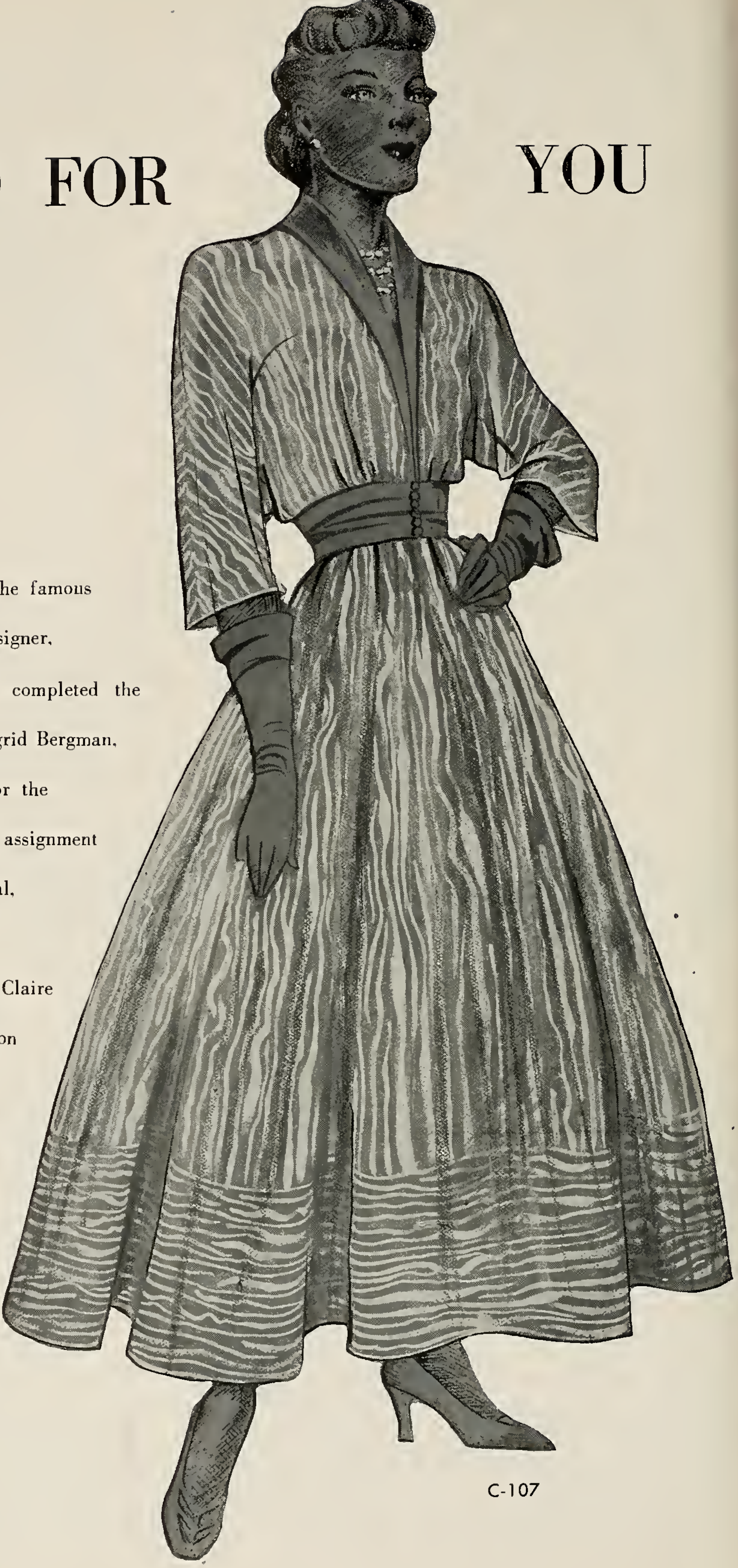
The Ham and Asparagus Rolls are made by rolling three plump pieces of steamed asparagus in a slice of boiled ham, placing the roll on a piece of buttered toast, and grilling it. It is served with a mushroom sauce.

Stuffed Tomatoes. These are stuffed with rice mixed with a little sautéd, chopped onion and curry powder, then baked.

The Creme Brulée is a recipe we really owe you. It was inadvertently omitted from the California Cooks reprint, although it's listed in the index. Here it is, complete with apologies: Scald a pint of whipping cream in a double boiler and add six tablespoons of brown sugar, a tablespoon of Jamaica rum (or a teaspoon of vanilla) and a pinch of salt. Now beat the yolks of seven eggs and add to the hot cream. Cook over hot water, stirring constantly until the custard is the consistency of thin mayonnaise. Pour into an earthernware casserole and allow to stand in the refrigerator for several hours or overnight. Now sprinkle the top evenly with brown sugar, about a quarter of an inch of it, and put under the broiler until the sugar is completely melted and beginning to brown. Return to the refrigerator until ready to serve . . just as is or with an accompaniment of brandied fruits.

PATTERNED FOR YOU

HERSCHEL, the famous Hollywood designer, who has just completed the wardrobe for "Joan of Arc," featuring Ingrid Bergman, has designed these California fashions for the Californian . . and for you! Before his assignment for Sierra Pictures' 15th century portrayal, Herschel designed for such stars as Sonja Henie, Alice Faye, Lynn Bari and Claire Trevor at Twentieth Century-Fox. Work on "Joan of Arc," which will be released through R.K.O. Pictures, entailed intensive research. Costumes, or even the prototypes, couldn't be obtained from other studios, so Herschel had to supervise the construction of garments as well as sketch the costumes for the entire cast.

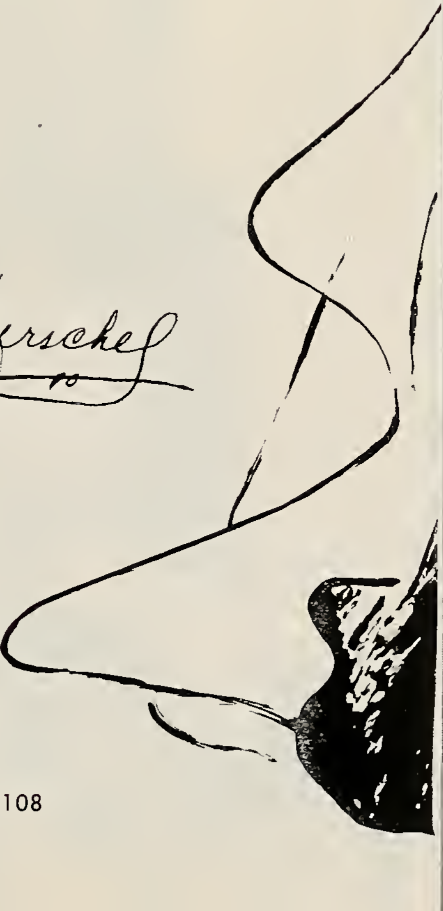


C-107

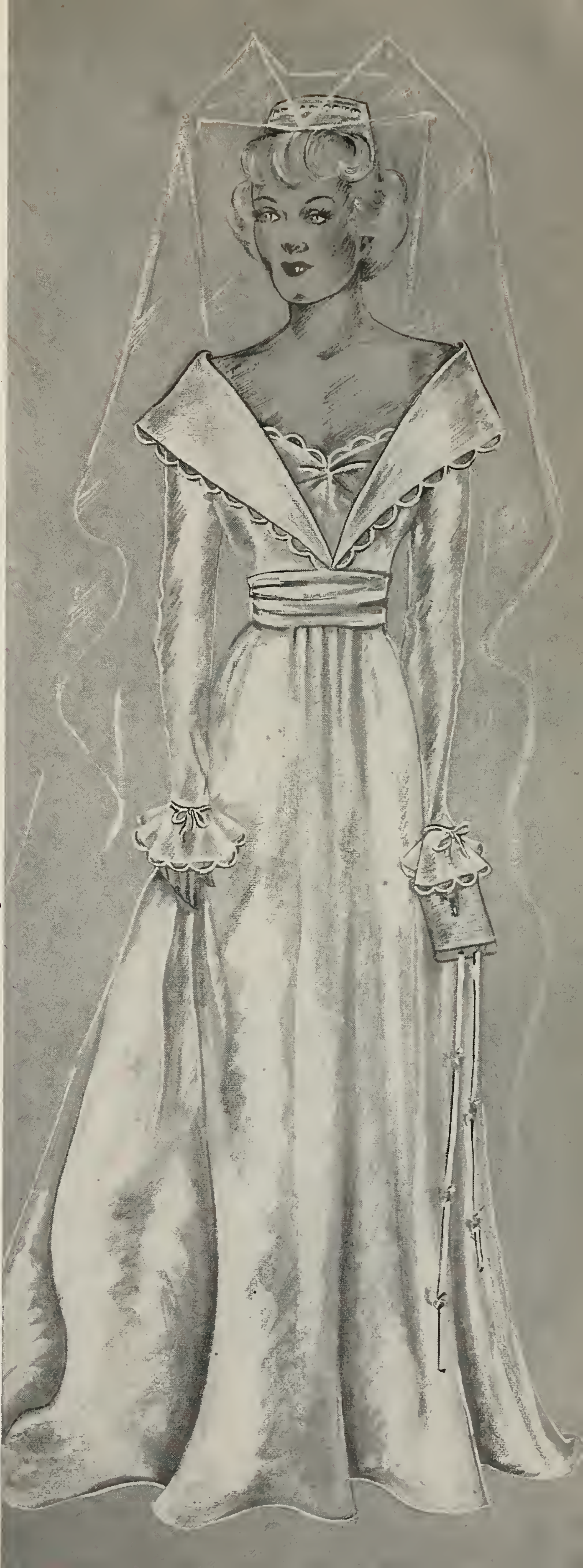
Herschel creates for you an exciting summer sheer and a lovely wedding dress. Opposite page. sophisticated shadow sheer in Mallinson's Lalique, 36″ wide, $2.50 per yard. Modes Royale pattern C-107. This page, feminine wedding dress using Mallinson's Sand Shark, 36″ wide, $1.50 per yard. Modes Royale pattern C-108. Just ask for Modes Royale customized patterns by number . . . sizes 12-20.

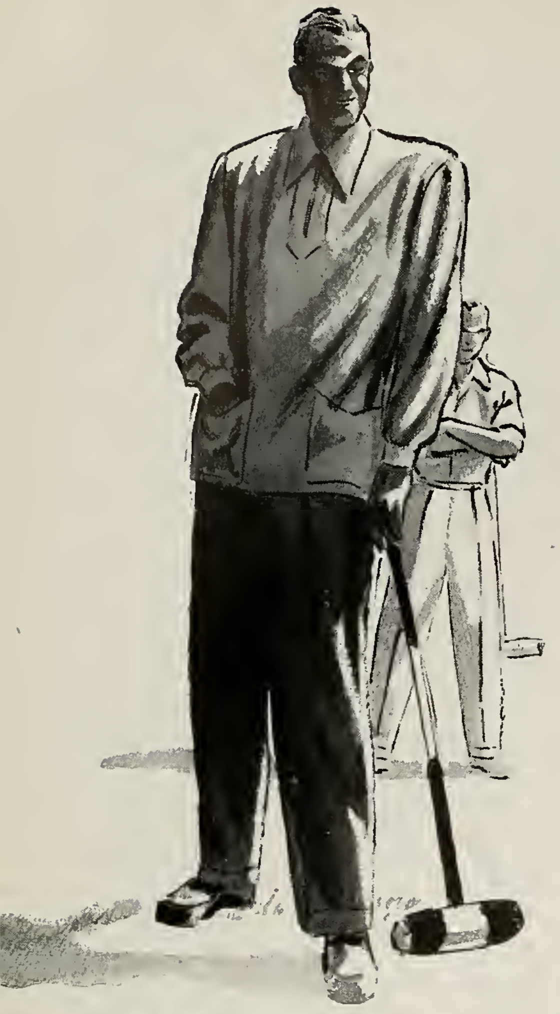
Yau may write directly to The Californian Mugazine, 1020 South Main Street, Los Angeles 15, California, enclosing $2 for each pattern desired. Please indicate size.

Herschel



C-108





Hollywood Rogue turns out the "Don" shirt for the man who likes a fashionable inner-or-outer summerweight pullover shirt with placket front.

THIS

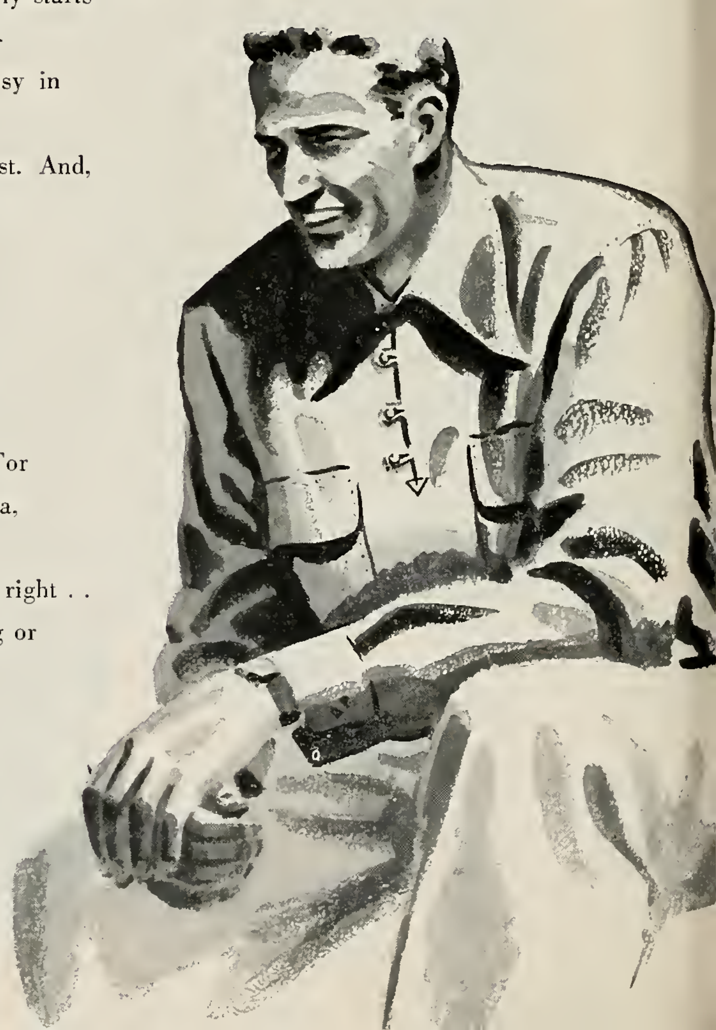
"Musketeer" shoes by Casuals, Inc., are simulated lace oxfords with side gore, in suede finish Bering sea seal. Ties by Hollywood Michele Cravats are hand crafted on pure silk crepe.

The picture of a well-satisfied man usually starts with an easy chair. And that's where it is all wrong. Today's male is a man of movement . . he's busy in active sports or busy watching them; he's always on the go; and that's the type of life that suits him best. And, of course, this being the month of June, with Father's Day safely tucked into it, you get your annual chance to suit or accessorize him best with a personal gift. It's the time to show a real affection for your man: with proper thought your gift can flatter his personality either obviously or subtly. The active man likes the "young" feeling no matter what his age. For instance, he feels best in sportswear designed and made in California, because there is "youthfulness" sewn into every item.

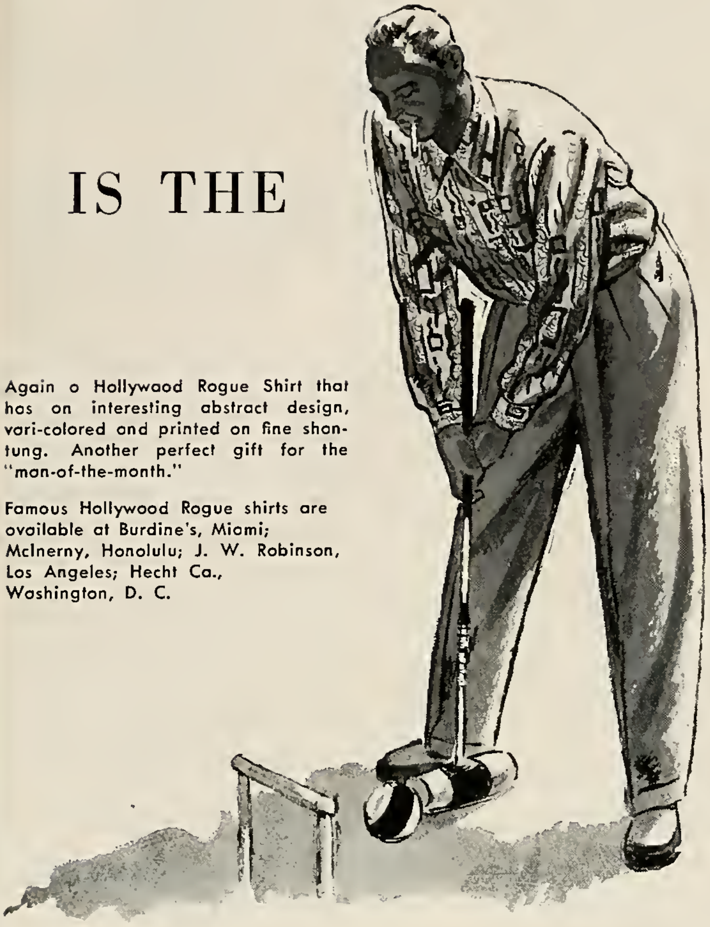
We suspect there's plenty of youth in our friends to the left and right . . even though their active sport seems to consist in playing or

Of the finest imported wools, this is the latest shirt creation by M. Jackman & Sons. It is the "Gaucho," tailored so that the collar rolls back easily no matter where it is buttoned. Indoors or outdoors it's "right."

Saks Fifth Avenue, Neiman-Marcus, Dallas; Hastings, San Francisco; and other fine stores carry M. Jackman & Sons apparel.



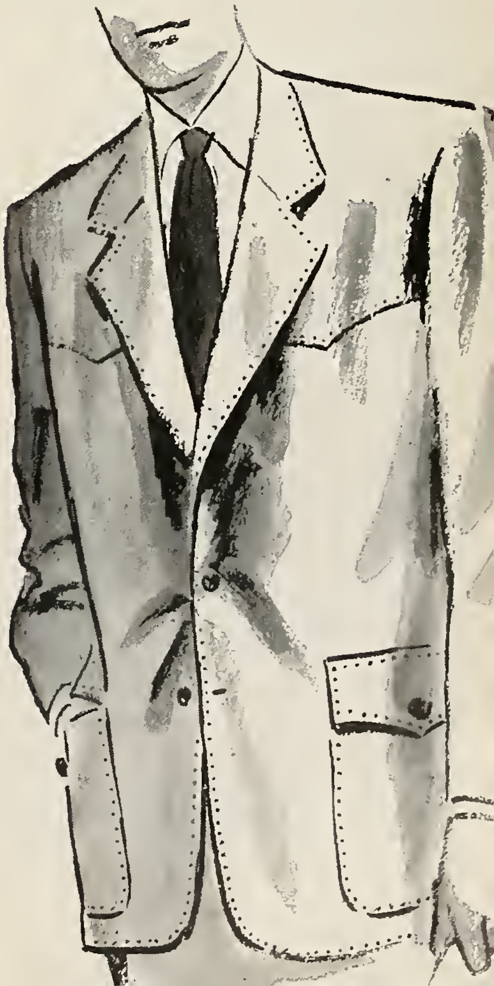
IS THE MONTH FOR MEN



Again a Hollywood Rogue Shirt that has an interesting abstract design, vari-colored and printed on fine shantung. Another perfect gift for the "man-of-the-month."

Famous Hollywood Rogue shirts are available at Burdine's, Miami; McInerny, Honolulu; J. W. Robinson, Los Angeles; Hecht Co., Washington, D. C.

watching a busy game of croquet. But they've shown good judgment in their choice of casual wear. The "Gaucho" shirt (*bottom, left page*) is finely crafted by M. Jackman & Sons into one of the most comfortable, good-looking casual shirts that might ever be worn. The shirt is made of lightweight, imported woolen and has an interesting series of loops and buttons at the placket to allow for different collar rollbacks. By the same master tailor is the sport coat (*lower, right page*) that has an unusual style touch with its pointed shoulder yoke in back and front. The back of the jacket has a half-belt with a series of pleats across the top. By M. Jackman & Sons, also, this jacket is very deftly balanced and lightweight . . perfect for summer wearing. It is one of those sport jackets that makes a man feel "right" in any leisure group. The game of croquet can be quiet and leisurely . . or wild, depending on who wields the mallet, and how. Our gentlemen seem to be taking it easy. Next at bat, (*upper, left page*) our man has already taken the right turn insofar as his shirt-jacket is concerned. It's perfect for a sunny Sunday afternoon; a placket-front sport shirt that has four stages of neck opening. And what's more it lies perfectly flat when worn in any of the positions. The two pockets hip-high make it a jacket when worn out, a shirt when worn inside the trousers. It's by famous Hollywood Rogue Sportswear. By the same firm is the abstract-design shirt (*upper, right page*) on fine shantung. The print is a series of squares and abstract curved lines vari-colored and highly detailed. Here is a shirt to lend color and the "outdoor touch" to any man!



Very new pointed yokes make this unusually fine sport coat extra-smart. It has a belted full back, button-down pockets. By M. Jackman & Sons.

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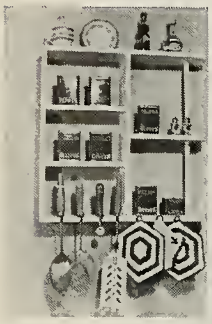
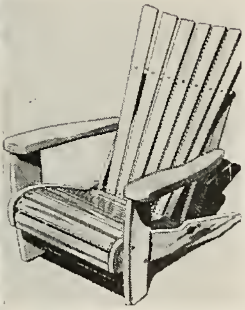
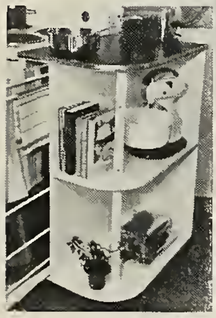

25c
Spice and Utensil Shelf
#63


50c
California Lawn Chair
#55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Vacation With Pay

(*Continued from page* 37) bles with us. About that time Bess discovered a squirrel and raced after it, shredding the peace with her violent barking. Judy chased after the dog, ran into a patch of stinging nettles, shrieked, and began crying in mortal agony. Ronny, who had been exploring the creek, turned with natural curiosity at this uproar, slipped on a rock, and fell sprawling into the icy water.

I walked light-heartedly to Phil Elsworth and Janice Dane. "Let's unpack, shall we? There's nothing like the mountains for a really beautiful vacation."

Everything considered, the first few days were not too bad. Of course Judy, who was only seven and knew no better, played in a clump of poison oak and was infected. But Steve knew about such things and prescribed the outdoors man's remedy. Nevertheless, it was somewhat disconcerting to watch Judy eat her meals with arms and face plastered with mud.

For the first time in his life and for some demoniacal reason known only to canaries, Dickie discovered the pleasures of song. But somehow his trilling did not seem compatible with the masculine atmosphere of a fishing camp, and only with an effort did Steve resist strangling the bird.

Too, Bess kept us awake most of the nights with her whining and whimpering, but I refused to let that worry me. Dogs simply never had pups on fishing trips; Steve had informed me that definitely. But I wished he had told Bess.

There were millions of mosquitos, and occasionally a coyote wailed at the moon, and one night a mountain lion screamed like a tortured woman in the crags above our camp; but those things were normal to outdoor living in the mountains. Janice and I . . . the men were bunking in the tent . . . huddled together in the trailer and pretended to sleep. Even finding ants in the sugar, and watching Ronny and Judy display a field mouse they had caught, and seeing Steve kill a snake at the edge of our camp one morning failed to ruffle me. I was determined to show Janice and Phil how much I enjoyed this vacation, even if I turned prematurely gray doing it.

During those first few days Phil ignored Steve's attempts to entice him to the trout stream, and entertained himself with his camera. I felt better about that. Maybe at least Steve wouldn't be demoted and given a cut in his salary because of this vacation. But I felt that false hope crumble when Ronny decided to investigate the mysteries of photography and ruined all of Mr. Elsworth's film. You could have pickled onions with Phil's attempt to laugh that off. After that he had no recourse but to accept Steve's invitation to enjoy the pleasures of rod and reel.

Janice stood up bravely under all this. Other than having a skin that had taken the unflattering hue of a boiled lobster, she was a lovely thing, small and pert, with a figure like I used to dream about. She had tried every trick in the book on Phil Elsworth, but without any visible degree of success, and I felt sorry for her. We were downstream from Phil and Steve one morning, trying our luck with trout, and Janice turned to me as if she needed a shoulder to cry on.

"Do you think I'll ever land him?"

I was particularly dense that morning. Ronny was climbing dangerously high in a live oak, and I couldn't decide whether to let him fall and break a leg or to call him down so that he could get into other mischief. Judy was searching for Bess, and I was also wondering where the dog had disappeared to last night . . . and why. And I was trying to ignore Dickie's determined attempts to sing his fool head off.

"Land what? Did you get a strike, Jan? . . . Oh, you mean Phil."

She nodded hopelessly. "I love the guy. Nancy, what's wrong with me? When I try to draw his attention to marriage and family life, he finds something else to talk about."

"He's just cautious." I didn't feel half as philosophic as I sounded. "All men are cautious, dear. They guard their freedom like mad, but they aren't happy until they've lost it. Keep working on him, darling."

"But I can't even get him alone any more."

I could thank Steve for that. He holds sacred his own privacy of home and family, but when it comes to others he has about as much tact as a bull in a china shop.

Janice asked desperately, "How did you land Steve?"

"That," I said, "would take a lot of telling. Things were tough in those days, and . . ."

Upstream, I heard Steve's voice suddenly rise with an irritable break of patience. "No . . . *No*, Phil. You're not trying to kill snakes with that rod. Take it easy, man!"

I put my rod down, took a deep breath. Well, it had come, the end to all this. I was surprised that the relative peace of the camp lasted this long. I gave Janice that well-it-was-nice-knowing-you look, and walked up the creek bank. Across the tall hump of rock that stuck out into the stream, I could see Steve's angry countenance. Phil had stopped being an employer as far as Steve was concerned, and was now no more than any awkward neophyte who deserved to be damned as such.

"Ease up, man. Relax!"

Phil's face was darkening with resentment. "Stop yelling at me, Hannon."

"I'm not yelling at you. I'm trying to teach you how to fish. Can't you get that through your thick head? Work your rod easy . . . gently, like you would a woman."

Phil's temper flared. "Then stop yelling at me and give me time enough to catch on."

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Steve's voice climbed the ladder to complete fury. "I've showed you a dozen times how to do it. *Think,* damn it! Use your head and your wrist. You're casting out a fishing line, not cracking a whip."

They began shouting at each other, and through all this I walked up the creek bank, forcing myself to ignore Ronny's wailing pleas from the top-most branches of the live oak.

"Mom, I'm stuck. I can't get down, mom . . . I'm stuck!" He was beginning to cry. It really wasn't much more confusing than any of our usual days at home. Steve called down the wrath of the Gods on Phil, and Phil yelled back that Steve was fired, and Ronny squalled in the tree top, and Judy came running from camp, tripped and fell, shrieking like a banshee.

"Guess what, mommy? Bess found her puppies, five of the beautifulest little puppies, and they're all so cute and wiggly, and they're eating the buttons off of Bessy's vest!"

I couldn't even hear the canary singing.

I walked past Phil and Steve, and there in the shallows was Steve's morning catch. I looked at the big one, and wondered if I should risk what I had in mind. After all, my husband had only lost his job, so far. If I did what I was thinking I would run the risk of losing my husband, for more than one happy home has been broken because of much less than a fisherman's prize catch. Then I stooped grimly, and removed the struggling trout from the stringer. In this dire moment of raging tempers neither Steve or Phil had eyes for a woman. I walked past them, downstream again, carrying the trout by the gills.

Phil and Steve kept shouting at each other, and Janice was showing signs of going to Phil's rescue. I waited until Phil's savagely whipped fly dropped into the water again and was caught by the racing current. I bent behind the boulder, waded into the icy water, and slipped the hook into the fish's mouth. After all, I thought grimly, a woman's home and family are worth a moment's discomfort for one trout. At least I hoped they were.

I heard Phil yelp. "I've got one!"

And Steve shouted, "Reel it in! He's a big one! Play it gently, like a woman. That's the boy, that's the boy!"

When I waded out of the water and went upstream Phil was proudly showing his catch to Janice and was telling her enthusiastically that they would do this often after they were married. Janice's eyes were filled with a million stars, and I could remember how it had been eleven years ago with Steve and me, and how it was with us now after all that time.

If Steve recognized Phil's catch as his own prize-winning trout, he was wise enough to hold his silence. When Janice and I left them, they were slapping each other on the backs like bosom pals and crowing about Phil making the season's best catch on his first trip. And Phil, who never swore, was swearing at Steve with masculine joy, and they were making plans of capitalizing on this publicity by landing the advertising account of some big sporting goods manufacturer. And I reminded myself to agree with Steve wholeheartedly when he came to me later, as he certainly would, to boast about his genius in matters of love and business and the salary boost which it had earned him.

I changed into dry stockings and shoes while Janice made plans for her wedding. I couldn't help her much with that. After all, I had a son to get down from a tall tree, the canary to feed, and the infinite wonders of the new puppies to investigate with my daughter.

After you have been married eleven years, maybe you will understand how these things go.

Story of Laguna Beach

(*Continued from page* 19) went out over the land. Alert artists everywhere turned their eyes toward Laguna.

But at this stage Laguna was an artist center only because it offered free scenery to paint. Later the emotional factors set in. After a few artists had built their homes, Laguna became known as an artist colony. It was a little bit of the Left Bank incongruously stranded on a Pacific shore . . . a Left Bank without dirt, disease or discomfort. Artists everywhere dreamed of it. They began drifting in, usually penniless. The trick, they found, was how to make a living in this sunkist Paris garret.

The artists gave Laguna its distinctive tone. But it is easy and almost automatic for an art colony to become a literary colony. Writers from Hollywood began moving into town. Composers, too. The Laguna Beach Art Association was formed in 1918. The Community Players in 1920. Culture got a big headstart on real estate.

Creative people continue to dominate Laguna life. Now the list is as long as your arm. Clarence A. Dykstra, provost of the University of California at Los Angeles, is a local. The Beach is home to Bette Davis, John Steinbeck, and will be home to Richard Halliburton if he ever comes back alive.

But the second shift in the emotional growth of Laguna was the enlargement of the Mecca to include near-artists, retired folk with a hankering for oils, eager malcontents who never quite found their creative niche, and successful businessmen of the type who love the society of arty folk and feel they're happiest with them. But nobody bothers to draw distinctions too sharply. Roy M. Ropp came to Laguna as a builder. He turned professional painter at fifty . . and has run up something of a local record in putting every nook and cranny on canvas. For a number of years he ran the Festival . . putting both it and Laguna on the map. Of late years he has switched to real estate, and he is now one of the biggest operators in town, with offices on the Coast Highway. All that's now needed is Winston Churchill, standing on the sands before his famous easel, gritting his cigar at a challenging angle and painting some moumental rock structure.

With this kind of background, the people *look different* on the streets. I don't mean you see famous faces. You see a high percentage of people who stand out from the background . . clear and sharply etched individuals. You see many, many pretty girls wearing next-to-nothing bathing suits in the streets. You see sweeping afternoon frocks. You see the world's sloppiest blue jeans, all in simultaneous mixture. You see men with beret and smocks, looking more like artists than artists themselves. You see people you'd

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swear were only acting a part . . people who show the whole tragic pattern of thwarted lives upon their faces, people who display a gentle soul and a mincing love of all mankind, weighty exiled men of affairs, their brows furrowed with worry over the misuse of their former power by some incumbent usurper. Laguna is California in a nutshell.

1948 finds Laguna reverberating to the sound of carpenters' hammers. Bulldozers are working over the hills that used to tumble into the sea in pristine innocence. Traffic almost perpetually chokes the Coast Highway . . with a congestion of people who evidently want to see this marvelous place, even if it's just to drive through, gaping. What they see is a town that's somehow always fascinating in detail. The shops are different, sprightlier, with novel names like "Trash and Treasure." A garden gate is always worth a decoration, a scroll-work. Garages that have been made over into homes are made over charmingly. The hand of human ingenuity seems to have touched everything. Nothing is too small. Nothing is inconsequential. A brooding eucalyptus lifts its naked arms in front of the art gallery, as if it understood it was duty bound to be the most beautiful of its kind. But few people feel constrained to have lawns. There is little sign of purely mechanical opulence. Nearly all the Laguna homes are small. The castles of the poor are very much in evidence. What's left of OPA has preserved some of the authentic old Bohemian-like museum pieces, in charming fifteen-dollar-a-month houses innocent of plumbing. Poor folk still live up Laguna Canyon, where a twisting road follows a dry streambed up and through the coastal hills. It was there that Laguna's contingent of dusted-out Okies first located their packingcase and tarpaper shanties. They still live in the Canyon, but they've prettied up, sent their kids to school and made the Canyon a charming part of Laguna.

In fairness to the motley Lagunans parading its streets . . and parading their smiles, their grimaces and their bodies . . it should be noted that Laguna is a backdoor to Hollywood. People are always being lifted out of its little theater, off its streets, to the studios. But I prefer to think of them as real people . . people far too vivid to act like or pose as, mediocrities. Let the poseurs drift off to pose in celluloid. Laguna will remain intact. Its Alice in Wonderland parade will go on: Here comes the Ugly Duchess, there go the Walrus and the Carpenter, and there blindly stalks the unhorsed White Knight. Life still mirrors art in Laguna.

By a curious circumstance, when the writers came so did their characters. Laguna is a living novel whose central characters have not yet appeared, and whose plot has not yet unfolded.

UNCLE

In middle age he simmered down,
And he rejoices to think how
The turbulent passions of his youth
Are tempests in a teapot now.
Yet what perturbs him through and
through
Is he's now the shape of a teapot too.

—Nell K. A. Foster

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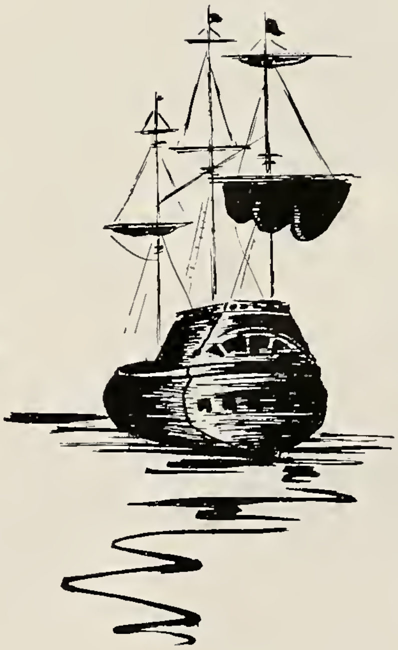
IN EARLY CALIFORNIA

WHEN California was still a part of Mexico . . along in the 1820s . . many of the finest families of Spain and Mexico lived in Southern California. And for one reason or another there were many young men traveling west from the United States in those days. We're told that the mothers of aristocratic daughters welcomed the young Americans, because they made such prosperous, dependable husbands. But the Mexican men didn't always share the cordial feelings of their womenfolk. And so it happened that the father and uncle of beautiful Josefa Carrillo felt unhappy when she fell in love with Henry Fitch, a young ship's captain from New England. But Josefa and her mother had minds of their own, with the result that the engagement was announced and all preparations made for one of the most elaborate weddings ever planned . . even in those days of lavish, week-long celebrations. When the wedding day arrived, the influential Uncle Domingo refused to give her away and put a stop to the whole proceedings. At least it might have stopped things but for the good father who was to have married them. He hinted to the young couple that there was a pleasant and ancient custom known as elopement. So, with the help of Josefa's cousin who carried her on horseback one dark night to the waiting ship in San Diego harbor, Henry and Josefa eloped . . all the way to South America! When they returned to California more than a year later as Mr. and Mrs. Fitch, with their baby son, they were received coldly. In fact, so coldly that Henry was arrested and brought to trial because he had kidnapped Josefa . . and their marriage might not be legal. Finally it was decided that they were legally married. But because of the "great scandal" Henry had given the province, he was sentenced to donate in penance and reparation a bell, weighing at least fifty pounds, for a church "that barely has a borrowed one." And that's how the oldest church in Los Angeles . . the church which neighbors famous Olvera Street . . received its first bell.



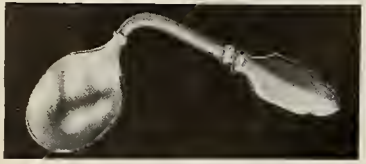
a true story by margaret chamberlin

Royal's Sunback Fashions Available At These Stores

The beautiful sunback dresses and bolero by Royal of California so vividly pictured on the cover of this issue of The Californian are available in sizes 10 to 20 at the following stores. If there's no store listed that's near you, please write to The Californian for information or to any of the stores listed below.

Abilene, Texas—Sturgess-Rudd
Amarillo, Texas—Blackburn Bros.
Anaheim, California—S. O. R. Store
Andrews, Texas—Fashion Shoppe
Atlanta, Georgia—Fashion Sportswear
Augusta, Georgia—Richmond Dept. Store
Austin, Texas—Buttrey's
Balboa Island, California—Ida Naylor
Belfair, Washington—M. F. Burkett Sportswear
Berkeley, California—Gerry-Ann's
Bluefield, West Virginia—Myrtle Mundy
Boise, Idaho—Carroll's, Inc.
Chicago, Illinois—Pollyanna Town & Country
Clinton, Iowa—John D. Van Allen & Son
Coleman, Texas—Grammer's
Corona, California—Juanita's Shop
Corona Del Mar, California—Fun Fashions
Corpus Christi, Texas—Kay's
Daytona Beach, Florida—Charlotte Shop
DeLand, Florida—College Cotton Shop
Denver, Colorado—Amter's
Des Moines, Iowa—Younkers
Edmond, Oklahoma—Devereaux's
Electra, Texas—Parr's Men's Wear
El Monte, California—Beard's Casual Shop
Enid, Oklahoma—Gray's
Escondido, California—Escondido Mercantile Co.
Evansville, Indiana—Joan's
Fresno, California—Harry Coffee
Glendale, California—Baretz
Grand Rapids, Michigan—Fleck's
Guerneville, California—Neeley's
Hereford, Texas—The Vogue
Hermosa Beach, California—J. L. Jean
Hinsdale, Illinois—Art Karlson Shop
Holtville, California—Swanson's
Homewood, Alabama—Penny Palmer Shop
Houston, Texas—Battlestein's
Junction, Texas—Shop de Los Llanos
Las Vegas, Nevada—Hecht & Co.
Los Angeles, California—The Broadway
J. W. Robinson Co.
Hyde Park Vogue
The Missy Shop
Louisville, Kentucky—Byck's
Mattoon, Illinois—Helen Montgomery
Menlo Park, California—Lucille's
Miami, Florida—Burdine's
E. Wilck's
Miami Beach, Florida—Rubinstein's
Monrovia, California—McBratney's
Nashville, Tennessee—Pauline Lewis
North Hollywood, California—
Top's Wearing Apparel Inc.
Oakland, California—Fruitvale Toggery
Mission Sweater Shop
Elain Dress Shop
Ocean Lake, Oregon—Bishop's Variety Store
Oceanside, California—The Chic Shop
Odessa, Texas—Gibb's
Ontario, California—Henry's
Orangeburg, South Carolina—Nell's Style Shop
Palestine, Texas—Farris Dress Shop
Pasadena, California—F. C. Nash & Co.
Payette, Idaho—Lovely Lady Shop
Pearl Harbor, T. H.—The Malihini Shop
Perry, Oklahoma—Kraemer's
Phoenix, Arizona—Towne Shop
Plainview, Texas—Dixie Shop
Pomona, California—Taylor's
Pontiac, Michigan—Fritzie Stoddard
Poughkeepsie, New York—Lucky-Platt & Co.
Quanah, Texas—Belle Nita Shop
Riverside, California—Hasch's
St. Louis, Missouri—Lockhart's
San Angelo, Texas—Barnes & Co.
Sturge's
San Bernardino, California—Devenot's
San Francisco, California—The White House
A. E. Creamer
San Marcos, Texas—W. G. Bass
Santa Monica, California—Farley's
Santa Paula, California—Rose Gussin
Savannah, Georgia—Gay-Nell Shop
St. Petersburg, Florida—Lowrey's
Starkeville, Mississippi—Rosoff's
Taft, California—Lerrain's
Temple City, California—Murphy's Sportswear
Tucson, Arizona—Levy's
Tulsa, Oklahoma—Dorothy's
Irene's Shop
Tyler, Texas—Ray Helene Sportswear
Washington, D. C.—The Hecht Co.
Wenatchee, Washington—Fashion Shop
West Palm Beach, Florida—Anthony & Sons
Wichita, Kansas—George Innes Co.
Wichita Falls, Texas—Perkins-Timberlake
Yuma, Arizona—E. F. Sanguinette

#101 Potented Design



ENCOURAGE CHILDREN TO "GO RIGHT"

This ingenious right-angle spoon helps a child to develop good table manners easily and naturally, without irksome correction. The spoon, which is sterling silver, can be used only with the right hand. Exclusive with Rhea McAllaster. Price, including Federal Tax and mailing charges—**$7.00.** (Add 2c Sales Tax on New York City orders.)

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Please send me.......................spoons at $7 each. C.O.D. ☐ Check enclosed ☐
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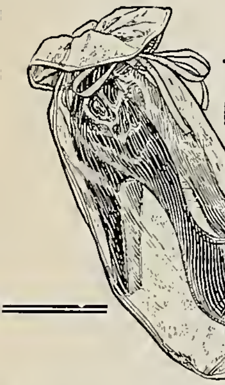

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Individual bags of transparent plastic. To protect your shoes—while travelling or at home. Neater, cleaner packing with these washable shoe-bags. Also use for cosmetics or toilet articles. 2 pairs in Gift Box. For women—in blue, rose, or white. $1.00. For men—in white only. $1.25. Add 10c postage.

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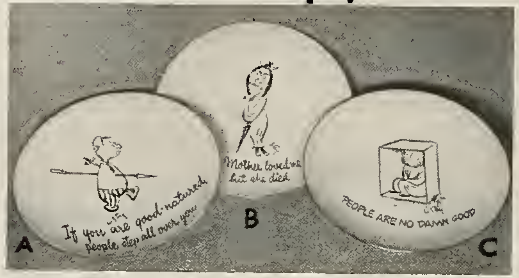
WHERE TO BUY THE LADY ALICE CLOTHES

The "Cool As A Frosted Drink" fashions of Lady Alice of California, shown on pages 40-41, are available at the following stores:
The May Co., Los Angeles; Macy's, San Francisco; Hecht Co., Washington, D. C.; Fielding's, San Diego; Blanch LeBaran, Grand Rapids, Mich.; The Killian Company, Cedar Rapids, Iowa; Albert's, San Rafael; Bradshaw & Diehl Co., Huntington, W. Va.; Brawn's of Concord, Concord, Calif.; Catherine's Shop, Flint, Mich.; B. H. Comstack Co., Traverse City, Mich.; Ruth W. Hole, Fresno; Jean's Shop, Benton Harbor, Mich.; Morionne, Mt. Pleasont, Mich.; Stamie's, Daytona Beach, Fla.; Thornton's, Abilene, Texas; Weitzel's, Ashland, Oregon; The Store Without A Name, Fargo, N. D.; Band Box, Seaside, Oregon; Joseph J. Kippels, Moorhead, Minn.

Cute Everyday "Human Gripe" Ashtrays!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If you are good-natured people step all over you
B
Mother loved me but she died
C
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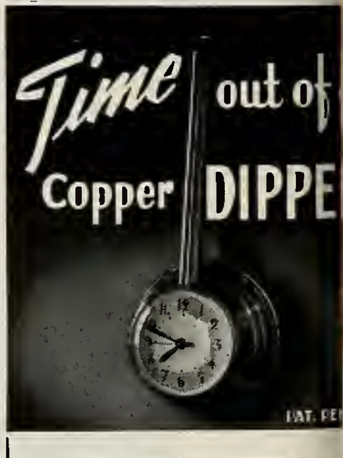

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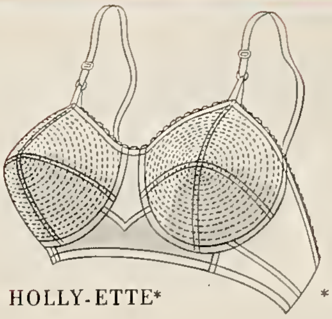
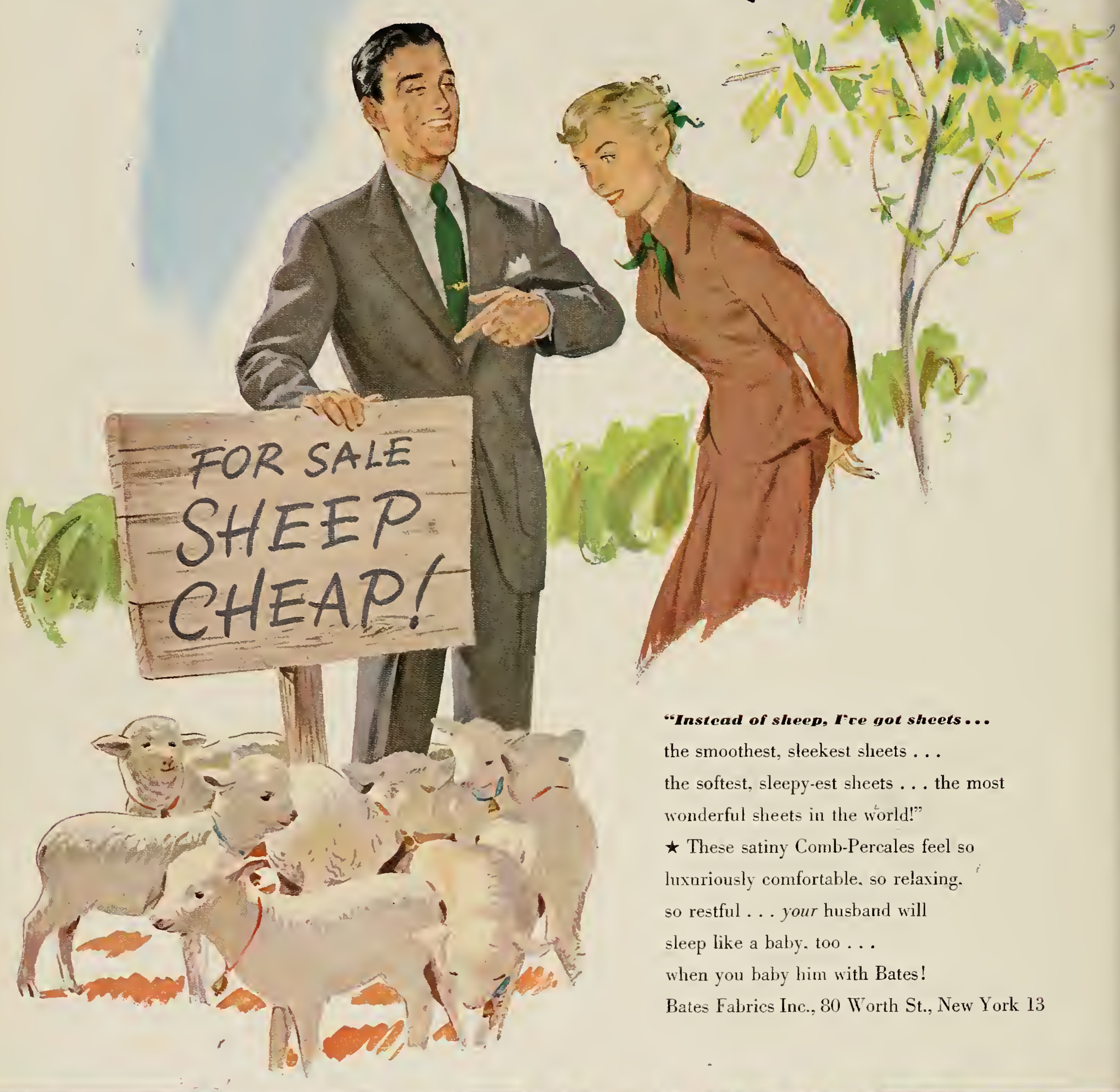


HOLLY-ETTE*

*Reg.

"I don't have to count 'em anymore!"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